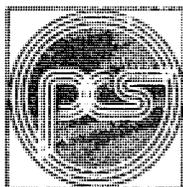



# ANNUAL REPORT

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FISCAL YEAR  
1985



POPULATION COMMUNICATION SERVICES  
Population Information Program

The Johns Hopkins University

ANNUAL REPORT  
FOR THIRD YEAR  
POPULATION COMMUNICATION SERVICES  
JOHNS HOPKINS UNIVERSITY  
(October 1, 1984 - September 30, 1985)

Cooperative Agreement No.:  
DPE-3004-A-00-2018-00

Population Communication Services  
Population Information Program  
The Johns Hopkins University  
624 North Broadway  
Baltimore, MD 21205  
USA

## POPULATION COMMUNICATION SERVICES

October 1, 1984 - September 30, 1985

### SUMMARY AND HIGHLIGHTS

The third year of The Johns Hopkins University Population Communication Services (JHU/PCS) project saw a quantum jump in population/family planning communication work and the first tentative evidence that these family planning information, education and communication activities can lead to more and better use of family planning. Program outputs and expenditures approximately doubled over second year levels. Overall, activities in the first three years have already reached or in some areas surpassed the totals specified in the Cooperative Agreement for a five-year period, yet requests for additional assistance from AID Missions in the specialized field of communication are being received at the rate of about four per month, far exceeding resources currently available for JHU/PCS to respond to these needs.

Major program outputs during FY1985 were:

- ° Four (4) Needs Assessments, requested by AID Missions in Jamaica, Mauritius, Swaziland, and Uganda. This makes a total of 23 full or partial needs assessments in three years compared with the total of 16 specified in the JHU/PCS Cooperative Agreement over a five-year period.
- ° Twelve (12) Country Projects initiated in Year Three with eleven (11) additional projects developed and ready to begin if funds become available. The 23 JHU/PCS projects now underway in 15 countries already exceed the 15-20 country projects specified in the Cooperative Agreement over a five-year period.
- ° Twenty-eight (28) Technical Assistance trips to 15 countries. This makes a total of 62 technical assistance trips in three years compared with a total of 60 specified in the Cooperative Agreement over a five-year period.
- ° Four international meetings, 15 national workshops and 38 lectures attended by about 3,889 people. This represents a total of 28 meetings and workshops in three years compared with 13 specified in the Cooperative Agreement over a five-year period.
- ° A Media/Materials Collection of over 3,500 items which filled 420 requests for materials, mailed out 256 films to developing countries and distributed more than 1,200 copies of each of two PCS Packets of sample materials.
- ° Expenditures of \$3,772,451, including contract and subagreement accruals. Cumulative expenditures through Year Three plus unexpended obligations in approved Country Projects initiated through Year Three total

\$7,138,100, leaving only \$2,756,900 for new projects, technical assistance, US contractors, audits and other JHU/PCS core costs for the next two years.

JHU/PCS emphasis was oriented toward mass media and toward on-the-job training in the production of print, radio, and television materials for family planning users, potential users, the general public and, in some cases, opinion leaders and policy-makers. Materials produced in Year Three include:

- 1,952,000 copies of 26 booklets (Costa Rica, Jordan, Mexico, Nepal, Nigeria);
- 41,250 copies of 12 posters (Honduras, Jordan, Mexico, Nigeria);
- 119,131 broadcasts of 542 radio spots and 203 programs (Colombia, Costa Rica, Honduras, Mexico, Nigeria);
- 120 broadcasts of six television spots and three programs (Liberia, Nigeria);
- 22,000 copies of five flyers (Mexico, Nigeria);
- 4,000 copies of a book (Jordan); and
- two newspaper ads (Nigeria).

Over the past three years, JHU/PCS staff, consultants and the staff of the US contractors--the Academy for Educational Development (AED) and the Program for the Introduction and Adaptation of Contraceptive Technology (PIACT)--have worked in 49 countries--19 in Africa, 18 in Latin America and the Caribbean, 6 in Asia and 6 in the Near East. Following are some of the highlights of regional and country activities.

### Africa

During Year Three, JHU/PCS representatives travelled to 15 sub-Saharan African countries. Six country projects in Kenya (2), Liberia, Nigeria (2) and the Sudan were started, and two projects--Burkina Faso and Mali--started October 1, 1985. Six additional projects in Nigeria were developed and can start as soon as funds are available. Three needs assessments were conducted: Mauritius (partial), Swaziland, and Uganda (partial). JHU/PCS representatives provided 45 person-weeks of technical assistance to nine countries--Burkina Faso, Burundi, Kenya, Senegal, Sierra Leone, Swaziland, Uganda, Zaire and Zimbabwe. Two major workshops for broadcasters and family planning IEC specialists from 24 African countries were held, as well as a two-day workshop for national family planning associate executive directors. Work was begun on regional materials on contraceptive methods for health workers and clients, and JHU/PCS staff worked with the Centre for African Family Studies in Nairobi to design a comprehensive regional IEC training program.

### Latin America and the Caribbean

JHU/PCS representatives travelled to 12 countries in Latin America during Year Three. Three country projects--Bolivia, Brazil and a regional young people's

project--started; two projects ended--Colombia and Costa Rica--and two new projects in Brazil and Mexico were developed. A partial needs assessment for Jamaica was completed, and technical assistance was provided to Ecuador, Haiti and Peru. Six national meetings and workshops were conducted.

### Asia

During Year Three, JHU/PCS representatives travelled to five Asian countries and provided technical assistance to India, Pakistan and Thailand. A regional communication advisor provided extensive technical assistance in India in support of the AID bilateral program as well as other government and private family planning IEC activities. A country project in Nepal started, and three projects were developed in the Philippines. Three national meetings were held in India and Nepal.

### Near East

A three-week workshop in Arabic for IEC directors representing public and private agencies in eight countries was held at JHU in July/August 1985. The Jordan project ended after more than two years of operation, having completed five workshops, 107 lectures, five pamphlets, five posters and a book.

### Evaluation

Evaluation of projects or comparable activities at or nearing completion in Colombia, Costa Rica, Honduras, Mexico, Nepal, and Nigeria suggests that JHU/PCS-supported IEC work already has a measurable impact on family planning programs in these areas. Projects in Costa Rica, Honduras, Mexico, and Nepal have been successful in reaching designated audiences more effectively and in training staff in a range of IEC skills. Projects in Colombia, Mexico, and Nepal have measurably improved knowledge levels of some family planning users. Activities, especially radio broadcasts, in Honduras, Nigeria and possibly Colombia, have increased family planning use in targeted areas. In Nigeria, for instance, the number of new acceptors in Kwara State and Ogun State increased sharply immediately after coordinated IEC activities began. In Honduras, references to community-based distribution workers by name in local radio contributed to a 5 percent increase in usage in 1985. JHU/PCS cooperates with other agencies, such as the Centers for Disease Control (CDC), AED and PIACT, and expert consultants, to secure a high level of evaluation expertise for major activities.

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## LIST OF ABBREVIATIONS

ABEPF	Associação Brasileira de Entidades de Planejamento Familiar (Association of Brazilian Family Planning Agencies)
AED	Academy for Educational Development
AFH	Action Familiale d'Haiti (Haitian Organization for Family Action)
AID/W	Agency for International Development/Washington
AMIDEM	Academia Mexicana de Investigación en Demografía Médica, A.C. (Mexican Academy for Research on Medical Demography)
AMPF	Association Marocaine pour le Planning Familial (Moroccan Family Planning Association)
AMPPF	Association Malienne pour la Protection et la Promotion de la Famille (Mali Association for the Protection and Promotion of the Family)
APROFAM	Asociación Pro-Bienestar de la Familia de Guatemala (Guatemalan Family Welfare Association)
APROPO	Apoyo a Programas de Población (Support for Population Programs)
ASBU	Arab States Broadcasting Union
ASHONPLAFA	Asociación Hondureña de Planificación de Familia (Honduran Family Planning Association)
AV	Audio-visual
AVS	Association for Voluntary Sterilization
BEMFAM	Sociedade Civil Bem Estar Familiar no Brasil (Brazilian Family Welfare Association)
C	Consultant
CAFS	Centre for African Family Studies
CBD	Community Based Distribution
CDC	Centers for Disease Control
CEDPA	Centre for Development and Population Activities
CEPAR	Centro de Estudios de Población y Paternidad Responsable (Center for Studies on Population and Responsible Parenthood)

## LIST OF ABBREVIATIONS (continued)

CMO	Contraceptive Marketing Organization (India)
CNA	Communication Needs Assessment
COF	Centro de Orientación Familiar (Center for Family Guidance)
COMMAT	Communication Management Advertising Training, Inc. (Nepal)
CONAPOFA	Consejo Nacional de Población y la Familia (National Council on Population and the Family--Dominican Republic)
CP	Country Project
CRS	Contraceptive Retail Sales
DHE	Directorate of Health Education
DORC	Development Oriented Research Centre (Nepal)
DSPP	Département de la Santé Publique et de la Population (Ministry of Public Health and Population)
DTCP	Development Training and Communication Programme (Thailand)
FAN	Fertility Association of Nigeria
FEMAP	Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (Mexican Federation of Private Family Planning Associations)
FFI	Fuentes y Fomento Intercontinentales (Intercontinental Sources and Development)
FH	Family Health
FHI	Family Health Initiatives
FLAS	Family Life Association of Swaziland
FM	Films and Materials
FP	Family Planning
FPA	Family Planning Association
FPAL	Family Planning Association of Liberia
FPAU	Family Planning Association of Uganda

## LIST OF ABBREVIATIONS (continued)

FPIA	Family Planning International Assistance
FRCN	Federal Radio Corporation of Nigeria
FRU	Fertility Research Unit (Nigeria)
FY	Fiscal Year
IASC	Indonesian Association for Secure Contraception
IEC	Information, Education and Communication
IESS	Instituto Ecuatoriano de Seguridad Social (Ecuadoran Social Security Institute)
IHSS	Instituto Hondureño de Seguridad Social (Honduran Social Security Institute)
IMSS	Instituto Mexicano de Seguro Social (Mexican Social Security Institute)
INADES	Institut Africain pour le Développement Economique et Sociale/Centre Africain de Formation (African Institute for Economic and Social Development/African Training Center)
INTRAH	Program for International Training in Health
IPPF	International Planned Parenthood Federation
IRHP	Integrated Rural Health and Population project (India)
IUCD	Intra-uterine Contraceptive Device
JFPPA	Jordan Family Planning and Protection Association
JHPIEGO	Johns Hopkins Program for International Education in Gynecology and Obstetrics
KAP	Knowledge, Attitudes and Practices
LDC	Less Developed Country
LP	Long-playing record
MCH	Maternal and Child Health
MEFSN	Ministère de l'Essor Familial et de la Solidarité Nationale (Burkina Faso Ministry of Social Welfare and National Solidarity)

## LIST OF ABBREVIATIONS (continued)

M/MC	Media/Materials Collection
MOE	Ministry of Education
MOH	Ministry of Health
MOIB	Ministry of Information and Broadcasting
MW	Meetings and Workshops
NA	Needs Assessment
NCIH	National Council on International Health
NCPD	National Council for Population and Development (Kenya)
NFP	Natural Family Planning
NIHFW	National Institute for Health and Family Welfare (India)
NORC	Narayan Oriental Research Centre (Nepal)
NPN	Needham Porter Novelli
NTA	Nigerian Television Authority
OC	Oral Contraceptives
ORT	Oral Rehydration Therapy
ORTS	Office de Radiodiffusion Télévision du Sénégal (Senegal Radio and Television Bureau)
PAHO	Pan American Health Organization
PBHW	Panchayat Based Health Worker
PCDA	Population and Community Development Association (Thailand)
PCF	Population Center Foundation (Philippines)
PEC	Programme Exchange Centre
PIACT	Program for the Introduction and Adaptation of Contraceptive Technology
PIATA	Programa para la Introducción y Adaptación de Tecnología Anticonceptiva

## LIST OF ABBREVIATIONS (continued)

PID	Project Identification Document
PIP	Population Information Program
PMM	Peat, Marwick, Mitchell and Co.
POPCOM	National Population Commission (Philippines)
PP	Project Paper
PPASL	Planned Parenthood Association of Sierra Leone
PPAZ	Planned Parenthood Association of Zambia
PPFN	Planned Parenthood Federation of Nigeria
PR	Public Relations
PROFAMILIA	Asociación Pro-Bienestar de la Familia Colombiana (Association for Colombian Family Welfare)
RAPID	Resources for the Awareness of Population Issues in Development
REDSO/ESA	Regional Economic Development Services Office/East and Southern Africa
REDSO/WCA	Regional Economic Development Services Office/West and Central Africa
RETCO	Research Evaluation and Training Consultancy Ltd. (Kenya)
RPC	Regional Program Coordinator
RTI	Radiodiffusion Télévision Ivoirienne (Ivory Coast Radio and Television)
RTM	Radio Télévision Marocaine (Moroccan Radio and Television)
RTO	Regional Training Officer
SANRU	Projet de Santé Rural (Rural Health Project of Zaire)
SCBFHP	Sudan Community Based Family Health Project
SFCA	Sudan Fertility Control Association
SFHCA	Somali Family Health Care Association

## LIST OF ABBREVIATIONS (continued)

TA	Technical Assistance
UNFPA	United Nations Fund for Population Activities
URTNA	Union des Radiodiffusions et Télévisions Nationales d'Afrique (Union of National Radio and Television Organizations of Africa)
USAID	United States Agency for International Development
VSC	Voluntary Surgical Contraception
ZNFPC	Zimbabwe National Family Planning Council

# I. JHU/PCS OVERSEAS ACTIVITIES BY TYPE OF PROJECT OUTPUT

## Introduction

The JHU/PCS Cooperative Agreement with the U.S. Agency for International Development calls for JHU/PCS to conduct activities in the following five areas:

- needs assessment and planning;
- country project development, implementation and evaluation;
- technical assistance;
- meetings and workshops; and
- films and materials, including the Media/Materials Collection.

After three years, nearly all of the quantitative goals initially set for these outputs have been reached or exceeded. In addition, the Cooperative Agreement calls for JHU/PCS to work in 15-20 countries, while JHU/PCS representatives have travelled to 49 countries to date.

Activities in four of the five project output categories are described below. Films and materials activities are reviewed in Section III. Table 1 provides a summary of major project activities and accomplishments during the first three years of the project.

## Needs Assessment and Planning

Four needs assessment and planning missions were completed during the third project year--Mauritius (partial), Swaziland, Uganda (partial), and Jamaica (partial). This brings to 23 the total number of needs assessments completed in three years and already exceeds the 16 needs assessments originally proposed over the five-year period of the Cooperative Agreement. All of the needs assessments conducted during Year Three were at the request of the AID Mission or AID regional population officer, and the results of these assessments will be used in project planning by the AID Mission or other donors.

Three of the four needs assessments conducted during Year Three were considered partial, since they did not cover media resources and/or the field structure of family planning programs.

## Country Projects

The number of new country projects funded by JHU/PCS has grown rapidly, from 2 in Year One to 9 in Year Two and 14 in Year Three. By the beginning of Year Four, 12 new projects had started: Burkina Faso, Kenya (2), Liberia, Mali, Nigeria (2), Sudan, a Latin America regional project, Bolivia, Brazil, and Nepal. To date, 23 country projects in 15 countries have started, and an additional 11 projects are under development.

The JHU/PCS Cooperative Agreement calls for JHU/PCS to support 40 one-year projects in 15-20 countries. The 23 projects now in operation will, when completed, represent a total of 39 project-years. By the end of Year Three, JHU/PCS-funded projects had completed more than 24 project-years.

Country projects are listed in Table 2 and described in more detail in Part II of this report, entitled "Major Regional and Country Activities."

During Year Three, JHU/PCS-funded projects produced nearly 2 million booklets and broadcast approximately 109,000 radio spots and programs and 465 television spots and programs. The materials produced include:

- 22,000 copies of 5 flyers;
- 1,952,000 copies of 26 booklets;
- 41,250 copies of 12 posters;
- 119,131 broadcasts of 542 radio spots and 203 programs;
- 120 broadcasts of 6 television spots and 3 programs;
- 4,000 copies of one book;
- 2 newspaper ads run 6 times;
- 12,000 copies of a referral card; and
- 39,000 copies of assorted public relations materials.

Table 3 shows materials produced by JHU/PCS during Year Three, either through country projects or through direct funding of materials developed.

Table 4 provides a summary of all materials produced by JHU/PCS projects during the first three project years. To date, JHU/PCS projects have produced nearly 2.3 million copies of booklets and flyers, more than 48,000 copies of posters, 568 radio spots and 403 radio programs broadcast nearly 128,000 times, and 6 television spots and 4 TV programs broadcast about 120 times. Additional materials are under production or have been produced and will be broadcast soon.

#### Technical Assistance

Requests from AID Missions for JHU/PCS technical assistance continued to increase during FY1985. During Year Three, JHU/PCS representatives completed 28 technical assistance (TA) visits to 15 countries, resulting in a total of 65 person-weeks of TA (see Table 5). Most of these trips were to Africa (21 trips to nine countries). Table 6 provides a detailed description of each TA visit during FY1985.

These TA visits do not include the work of Dr. Fred W. Reed, the JHU/PCS Regional Communication Advisor, who is resident in New Delhi and had been providing technical assistance to the AID Mission and to various Indian governmental and private agencies since January 1985. His activities are described in more detail in the Asia section of Part II of this report.

The listing of TA visits does not cover visits made by JHU/PCS staff, subcontractors and consultants to provide technical assistance to JHU/PCS-funded projects. These visits are described in the appropriate country project summaries and in Appendix D.

During Year Three, requests from AID Missions, UNFPA, World Bank and other donor agencies for IEC consultant referrals continued to increase. The computerized JHU/PCS Consultant Roster contains the résumés of nearly 300 international communication experts, representing a wide variety of international work experience, communication and program management expertise, and language skills. An additional 300 résumés are on file. During Year Three, a concerted effort was made to identify African nationals and Arabic speakers with IEC expertise. Approximately five computer searches are made each week to identify consultants with the desired combination of communication, country and language skills.

## Meetings and Workshops

During Year Three, JHU/PCS sponsored four international meetings, 15 national workshops and 38 lectures attended by a total of 3,089 people.

Among the major meetings and workshops convened by JHU/PCS and collaborating agencies during FY1985 were:

- Two Family Health Broadcast Workshops--anglophone in Nairobi and francophone in Dakar--for 83 broadcasters and family health experts from 24 African countries to orient them on family planning and to develop projects to produce broadcast programs on family planning, in collaboration with the Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA);
- The Arab World Communication Workshop, attended by 17 IEC directors from eight countries, to provide an overview of communication program planning and management;
- A meeting for executive directors of 22 national family planning associations in Africa to discuss innovative approaches to IEC and IEC program management;
- Two workshops for Haitian health educators and producers from regional radio stations to provide practical training in radio program production;
- Three workshops sponsored by the Instituto Hondureño de Seguridad Social to train staff trainers in communication techniques and the development of simple audio-visual aids and to orient community leaders on the benefits of family planning;
- A one-day seminar in the Dominican Republic on developing male involvement communication programs;
- A two-week workshop sponsored by the Instituto Ecuatoriano de Seguridad Social for health educators, on use of motivational and information techniques in family planning and preparation of promotional materials;
- A one-week workshop for family planning administrators and IEC specialists from five Indian states to develop state-level strategies and campaigns;
- Workshops in Nepal and Nigeria to train family planning staff in the use and distribution of print materials for clients; and
- National workshops in Jordan for diverse audiences, including community leaders, health workers, social workers and journalists.

These activities are described in more detail in Table 7 and in the country activities sections of Part II.

In addition to these meetings and workshops, JHU/PCS staff members made a number of presentations before various international groups:

- Regional Program Coordinator Wilma H. Lynn chaired a workshop session on broadcast media at the Third World Congress on International Communication, sponsored by Howard University and held in Dakar July 28-August 1, 1985.
- Regional Program Coordinator Patrick L. Coleman gave a presentation on the family planning communication process during the Second International Symposium on Health Education, held in Mexico City on November 4-9, 1984.
- Assistant Program Coordinator Alice I. Payne made a presentation on family planning communication methodology, examples of IEC materials, and JHU/PCS resources at the Conference on Delivery of Family Planning Services to Indigenous Populations held in Antigua, Guatemala on September 22-30, 1985.

JHU/PCS staff members also attended a number of major international meetings, including the Conference on Reproductive Health Management in Sub-Saharan Africa and the Pan African NFP Training Workshop.

An article entitled "Spreading Good Ideas: Adapting Illustrated Materials," by Joan Haffey of PIACT and Ann Jimerson of JHU/PCS was published in the Winter 1985 issue of Development Communication Report.

The number of foreign visitors to JHU/PCS has increased considerably, and JHU/PCS staff have organized many personalized orientation tours of PIP and PCS, including the Media/Materials Collection. JHU/PCS regularly makes presentations to attendees of courses sponsored by the Johns Hopkins Program for International Education in Gynecology and Obstetrics (JHPIEGO), the Centre for Development and Population Activities (CEDPA), and the Census Bureau. After these presentations, follow-up meetings are often held to discuss possible JHU/PCS technical assistance and/or project funding and to provide films and prototype materials from the Media/Materials Collection. During FY1985, JHU/PCS staff made presentations to five JHPIEGO groups, three CEDPA groups, and two Census Bureau groups.

TABLE 1. SUMMARY OF JHU/PCS REGIONAL ACTIVITIES BY PROJECT OUTPUT CATEGORY

Region	Needs Assessment & Planning	Country Projects Under Development	Country Projects Underway	Technical Assistance Visits	Meetings and Workshops	Provision of Films and Materials*
<u>FY1983</u>						
Africa	2	1	0	2	0	13
Latin America	5	3	1	11	1	12
Asia	0	0	0	0	0	2
Near East	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>
Subtotal	8	4	2	14	1	28
<u>FY1984</u>						
Africa	7	5	2	10	3	25
Latin America	0	0	5	5	3	16
Asia	3	1	2	4	2	4
Near East	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>4</u>
Subtotal	11	6	9	20	8	49
<u>FY1985</u>						
Africa	3	6	8	21	4	28
Latin America	1	2	3	3	6	18
Asia	0	3	1	4	3	11
Near East	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>6</u>	<u>7</u>
Subtotal	4	11	12	28	19	64
<u>CUMULATIVE TOTAL (FY1983, FY1984, and FY1985)</u>						
Africa	12	6	10	33	7	66
Latin America	6	2	9	19	10	46
Asia	3	3	3	8	5	17
Near East	<u>2</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>6</u>	<u>12</u>
Total	23	11	23	62	28	141

	Needs Assessments	Country Projects Under Development	Country Projects Underway	Technical Assistance Visits	International Meetings and Workshops	Films and Special Materials
TOTAL ACCOMPLISHMENTS TO DATE:	23	11	23	62	5 International Meetings; 23 Workshops	69*
(23 projects started in 15 countries lasting approximately 39 project-years)						
TOTAL IN JHU/PCS COOPERATIVE AGREEMENT:	16	--	15-20	60	8 International Meetings; 5 Workshops	--
(40 one-year projects in 15-20 countries)						

\*Number of countries receiving films or substantial amounts of materials.

TABLE 2. JHU/PCS COUNTRY PROJECTS STARTED OR PLANNED AS OF OCTOBER 1, 1985

REGION/COUNTRY	PROJECT NO.	RECIPIENT	START DATE	TERMINATION DATE	APPROVED BUDGET	EXPENDITURES TO DATE
<b>Africa</b>						
Regional	AF-SEN-01	URTNA	07/30/84	01/31/86	\$ 72,472	\$ 32,108.58
Burkina Faso	AF-BKF-01	MSWNS	10/01/85	03/31/87	69,793	-
Kenya	AF-KEN-01	Stella-graphics	04/15/85	03/14/86	66,700	47,278.43
Kenya	AF-KEN-02	RETCO,Ltd.	07/15/85	06/14/86	47,580	6,877.16
Liberia	AF-LIB-01	MEDEX	11/01/84	03/31/86	14,120	10,494.90
Mali	AF-MAI-01	AMPPF	10/01/85	03/31/87	52,992	-
Nigeria	AF-NGA-01	Kwara State MOH	04/01/84	03/31/86	86,947	23,862.89
Nigeria	AF-NGA-02	PPFN	11/01/84	04/30/86	74,290	44,259.27
Nigeria	AF-NGA-03	PPFN	01/01/85	12/31/86	245,209	32,527.17
Nigeria	AF-NGA-04	Univ. Coll. Hosp./ Ibadan	Projected 01/01/86	08/31/86	43,325 *	
Nigeria	AF-NGA-05	PPFN	Projected 01/01/86	12/31/86	62,984 *	-
Nigeria	AF-NGA-06	Imo State MOH	Projected 01/01/86	12/31/86	41,190 *	-
Nigeria	AF-NGA-07	School of Health Tech.	Projected 03/01/86	12/31/86	21,312 *	-
Nigeria	AF-NGA-08	NTA/Enugu	Projected 03/01/86	12/31/86	12,012 *	-
Nigeria	AF-NGA-09	NTA/Lagos	Projected 03/01/86	06/30/86	12,000 *	-
Sudan	AF-SUD-01	University of Khartoum	03/01/85	02/28/86	38,940	2,832.61
<b>Subtotal Africa:</b>					<b>\$ 961,866</b>	<b>\$200,241.01</b>

\* Not signed as of December 31, 1985

REGION/COUNTRY	PROJECT NO.	RECIPIENT	START DATE	TERMINATION DATE	APPROVED BUDGET	EXPENDITURES TO DATE
<u>Latin America</u>						
Regional	LA-MEX-02	FFI	06/01/85	05/31/86	\$ 240,000	\$ 62,000.00
Bolivia	LA-BOL-01	COF	11/01/84	10/31/86	110,250	18,825.49
Brazil	LA-BRA-01	ABEPPF	04/01/85	12/31/86	143,818	22,017.66
Colombia	LA-COL-01	PROFAMILIA	03/01/84	07/31/85	59,871	55,540.80
Costa Rica	LA-COS-01	COF	01/01/84	03/31/85	39,724	39,724.00
Honduras	LA-HON-01	MOH	01/01/84	12/31/86	40,000	5,354.75
Honduras	LA-HON-02	IHSS	01/01/84	03/31/86	27,550	2,704.48
Honduras	LA-HON-03	ASHONPLAFA	01/01/84	02/28/86	147,600	92,927.31
Mexico	LA-MEX-01	FEMAP	08/01/83	01/31/86	204,187	199,922.39
Mexico	LA-MEX-03	AMIDEM	Projected 01/01/86	08/31/87	158,880 *	-
Subtotal Latin America:					\$ 1,171,880	\$ 499,016.88
<u>Asia</u>						
Nepal	AS-NEP-01	FP/MCH	04/01/84	01/31/86	46,824	27,342.16
Nepal	AS-NEP-03	DORC	04/01/84	02/28/86	5,182	4,682.00
Nepal	AS-NEP-02	COMMAT	12/01/84	05/31/86	29,314	12,650.32
Subtotal Asia:					\$ 81,320	\$ 44,674.48
<u>Near East</u>						
Jordan	NE-JOR-01	JFPPA	08/01/83	09/30/85	\$ 151,440	\$ 109,185.76
Grand Total					\$ 2,366,506	\$ 853,118.13

\* Not signed as of December 31, 1985

TABLE 3. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECT  
YEAR THREE

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<u>AFRICA</u>					
Liberia (AF-LIB-01)				1 video- tape	
Nigeria (AF-NGA-01)			4 spots; 169 broad- casts	5 spots; 30 broad- casts	2 newspaper ads; run in 6 editions
Nigeria (AF-NGA-02)	9 booklets; 215,000 copies				
Nigeria (PCS-FM-04)		3 posters; 5,000 copies			
Nigeria (PCS-FM-05)	4 flyers; 7,000 copies	4 posters; 2,150 copies	3 spots; 90 broad- casts	1 spot; 2 programs; 90 broad- casts	
<u>LATIN AMERICA</u>					
Colombia (LA-COL-01)			4 spots; 3,300 broad- casts		
Costa Rica (LA-COS-01)	4 booklets; 20,000 copies		200 programs; 572 broad- casts		
Honduras (LA-HON-03)		1 poster; 30,000 copies	502 spots; 80,000 broad- casts		
Mexico (LA-MEX-01)	1 flyer; 15,000 copies 6 booklets; 1,600,000 copies	1 poster; 1,500 copies	29 spots, 3 programs; 35,000 broad- casts		1 referral card; 12,000 copies

TABLE 3. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECT  
YEAR THREE

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<u>ASIA</u>					
Nepal (AS-NEP-01)	4 booklets; 92,000 copies				
<u>NEAR EAST</u>					
Jordan (NE-JOR-01)	3 booklets; 25,000 copies	3 posters; 2,600 copies			39,000 assorted P R materials (calendars, stickers, greeting cards, etc.) 4,000 copies of <u>Selected Family Planning Lectures</u>
<hr/>					
TOTAL	5 flyers; 22,000 copies 26 booklets; 1,952,000 copies	12 posters; 41,250 copies	542 spots; 203 programs; 119,131 broadcasts	6 spots; 3 programs; 120 broad- casts	1 book 2 newspaper ads 1 referral card 39,000 assorted P R materials

TABLE 4. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECT  
CUMULATIVE TOTALS

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<u>AFRICA</u>					
Regional--ECA (PCS-FM-03)	1 booklet; 5,000 copies				
Liberia (AF-LIB-01)				1 video- tape	
Nigeria (AF-NGA-01)			4 spots; 169 broad- casts	5 spots; 30 broad- casts	2 newspaper ads; run in 6 editions
Nigeria (AF-NGA-02)	9 booklets; 215,000 copies				
Nigeria (PCS-FM-02)	3 booklets; 110,000 copies				
Nigeria (PCS-FM-04)		3 posters; 5,000 copies			
Nigeria (PCS-FM-05)	4 flyers; 7,000copies	4 posters; 2,150 copies	3 spots 90 broad- casts	1 spot; 2 programs; 90 broad- casts	
<u>LATIN AMERICA</u>					
Regional (PCS-FM-01)	1 monograph; 300 copies			1 videotape	
Colombia (LA-COL-01)			4 spots; 3,300 broad- casts		1 shelf talker; 800 copies 1 exhibitor; 185 copies 1 placard; 800 copies (point-of- purchase materials)
Costa Rica (LA-COS-01)	4 booklets; 20,000 copies		400 programs; 1,144 broad- casts		

TABLE 4. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECT  
CUMULATIVE TOTALS

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
Honduras (LA-HON-03)		1 poster (2 ver- sions); 35,000 copies	515 spots; 83,000 broad- casts		
Mexico (LA-MEX-01)	1 flyer; 15,000 copies 8 booklets; 1,760,000 copies	1 poster; 1,500 copies	42 spots, 3 programs; 40,000 broad- casts		1 referral card; 12,000 copies
Mexico (PIACT-8)	1 booklet; 3,000 copies				
<u>ASIA</u>					
Nepal (AS-NEP-01)	4 booklets; 92,000 copies				
<u>NEAR EAST</u>					
Jordan (NE-JOR-01)	5 booklets; 65,000 copies	5 posters; 4,600 copies			39,000 assorted P.R. materials (calendars, stickers, greeting cards, etc.) 4,000 copies of <u>Selected Family Planning Lectures</u>
TOTAL	5 flyers; 22,000 copies 35 booklets; 2,270,000 copies 1 monograph; 300 copies	14 posters; 48,250 copies	568 spots; 403 programs; 127,703 broadcasts	6 spots; 4 programs; 120 broad- casts	1 book 2 newspaper ads 1 shelf talker 1 exhibitor 1 placard 1 referral card 39,000 assorted P R materials

TABLE 5. SUMMARY OF JHU/PCS TECHNICAL ASSISTANCE VISITS DURING FY1985

<u>Region</u>	<u>Visits</u>	<u>Number of Countries</u>	<u>Duration (person-weeks)</u>
Africa	21	9	45 weeks
Latin America	3	3	5 weeks
Asia	4	3	15 weeks
Near East	<u>0</u>	<u>0</u>	<u>0</u>
Total	28	15	65 weeks

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY 1985

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Source of Project Funding	Duration
<b>AFRICA</b>						
Regional	Feb.-Mar. 1985	Wilma Lynn, JHU/PCS	Centre for African Family Studies	Assist in development of IEC portion of proposal for regional FP training program.	USAID/REDSO	1 week
	May 1985	Mark Lediard, AED	Centre for African Family Studies	Develop a plan for IEC training needs assessment.	USAID/REDSO	1 week
Burkina Faso	Oct.-Nov. 1984	Philippe Langlois (C)	Ministry of Health, Ministry of Education	Assist in development of pre-PID document.	AID Bilateral	4 weeks
Burundi	Mar.-Apr. 1985	Scott Wittet, PIACT	MOE, MOH, INADES, Ministry of Women's Affairs	Develop an integrated plan for print materials development.	AID Bilateral	2 weeks
	Mar.-Apr. 1985	Raymond Lallez (C)	MOE	Develop proposal for introduction of population content into secondary school curriculum.	Government of Burundi	3 weeks
Kenya	Oct.-Nov. 1984	Mark Lediard, AED, and Suzanne Saulniers AED-C	National Council on Population and Development	Evaluate mass media activities of non-governmental organizations funded by NCPD and prepare scopes of work and budget for increased mass media programs to be funded by USAID/Nairobi.	AID Bilateral	6 weeks
	Apr.-May 1985	Mark Lediard, AED	National Council on Population and Development	Revise IEC component of AID project paper and develop new budget.	AID Bilateral	4 weeks

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1985 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(ies)	Type of Assistance	Source of Project Funding	Duration
<b>AFRICA</b>						
Senegal	Nov.-Dec. 1985	Scott Wittet, PIACT	Family Health Project, Ministry of Social Development	Train staff to conduct focus group studies and assist in development of 5 family planning methods booklets.	AID Bilateral	3 weeks
	Feb. 1985	Margaret Parlato, JHU/PCS	Family Health Project, Ministry of Social Development	Review pretest results for family planning booklets.	AID Bilateral	1 week
	June 1985	Scott Wittet, PIACT	Family Health Project, Ministry of Social Development	Finalize development of FP methods booklets, and develop distribution plan and training materials for use of booklets.	AID Bilateral	2 weeks
Sierra Leone	Mar. 1985	Maxwell Senior, JHU/PCS	Planned Parenthood Association of Sierra Leone	Assist in developing specific IEC activities for PPASL and outline plan for IEC development.	IPPF	2 weeks
Swaziland	Mar. 1985	Wilma Lynn, JHU/PCS	Family Life Association of Swaziland	Assess need for JHU/PCS assistance and possible support for FLAS and MOH.	AID Bilateral	1 week

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1985 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Source of Project Funding	Duration
<b>AFRICA</b>						
Uganda	Feb. 1985	Wilma Lynn, JHU/PCS, and Nicholas Dondi (AED-C)	Health Ed. Div./MOH	Conduct partial needs assessment and assist in development of IEC strategy for MOH.	AID Bilateral	4 weeks
Zaire	Aug.-Sept. 1985	Benedict Tisa (C)	SANRU Project, Urban Family Planning Project, and FPA	Help develop logo, print materials and train staff in pretesting and focus group methodology	AID Bilateral	3 weeks
Zimbabwe	Oct. 1984	Diana Fussell, PIACT	Zimbabwe National Family Planning Council (ZNFPC)	Assist in preparation of booklets on IUD, mini-pill, combined oral contraceptive and condom and general ZNFPC brochure, arrange for ZNFPC materials to be included in adult literacy programs, and plan other print materials.	AID Bilateral	3 weeks
	Mar. 1985	Cynthia Green and Wilma Lynn, JHU/PCS	Zimbabwe National Family Planning Council (ZNFPC)	Review work of IEC unit of ZNFPC, plan for future TA, and make recommendations to AID Mission and ZNFPC staff on IEC program planning.	AID Bilateral	1 week
	Apr. 1985	Wilma Lynn, JHU/PCS	Zimbabwe National Family Planning Council (ZNFPC)	Assist in updating ZNFPC's IEC plan for 1985-90 in advance of AID PP team visit scheduled for June 1985.	AID Bilateral	2 weeks
	July 1985	Billy Mutta (C)	Zimbabwe National Family Planning Council (ZNFPC)	Advise on production of film on work of ZNFPC, including providing support to the mass media manager in the preparation of a shooting schedule, in supervision of the film company, and in identifica- tion of local facilities for film transfer to video.	AID Bilateral	2 weeks

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1985 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Source of Project Funding	Duration
LATIN AMERICA AND THE CARIBBEAN						
Ecuador	Aug. 1985	Patrick Coleman, JHU/PCS	Centro de Estudios de Población y Paternidad Responsable	Develop a plan for radio programming on a national level and designing an appropriate recording studio.	AID Bilateral	1 week
Haiti	Dec. 1984- Aug. 1985	Sinette Dessé-Prosper (C)	MOH	Develop message guidelines for the FP IEC program.	AID Bilateral	3 weeks
Peru	Nov. 1984	Oscar Viganó, AED	Apoyo a Programas de Población	Assist in development of communication strategy and identification of appropriate materials.	FPIA	1 week

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1985 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Source of Project Funding	Duration
ASIA						
India	Apr.-May 1985	Subroto Sen Gupta (C)	Government of India	Prepare marketing and communication recommendations for health campaigns on child spacing, ORT and measles vaccinations in Maharashtra, Gujarat and Himachal Pradesh states.	AID Bilateral	5 weeks
	July-Aug. 1985	Subroto Sen Gupta (C)	Government of India	Provide recommendations on criteria for selection of ad agencies and list of ad agencies to be contacted for Public Health Department of Maharashtra State. Activity was follow-up of IRHP project in April-May.	AID Bilateral	1 week
Pakistan	Sept. 1985	Robert Worrall (C)	Pakistan Population Welfare Division	Evaluation of IEC component of World Bank Population Project and assessment of Government of Pakistan's communication strategy.	World Bank	2 weeks
Thailand	Mar.-Apr. 1985	Robert Griffin (C)	National Family Planning Program; Ministry of Public Health	Review existing literature and programs related to adolescent fertility and develop recommendations for strategies dealing with identified problems.	AID Bilateral and GOT	7 weeks

C = Consultant

TABLE 7. MEETINGS, WORKSHOPS AND LECTURES SUPPORTED BY JHU/PCS--FY1985

Region/Country	PCS Project Number	Dates	Host Agency	Activity	Number of Participants
<u>AFRICA</u>					
Regional	AED-22	Nov. 19-23, 1984	URTNA	Family Health Broadcast Workshop for family planning and broadcast experts from 13 Anglophone countries.	40
Regional	AED-22	Feb. 18-22, 1985	URTNA	Family Health Broadcast Workshop for family planning and broadcast experts from 11 Francophone countries.	43
Regional	PCS-MW-11	July 1-2, 1985	IPPF	Two-day IEC workshop for FPA Executive Directors from Anglophone and Francophone Africa focusing on "Planning, Development and Management of IEC Programs and Materials."	22
Nigeria	AF-NGA-02	Jan. 11, 1985	PPFN	Orientation of PPFN State secretaries on the proper use and distribution of the Ibo, Hausa and Pidgin English IUCD, pill and condom booklets.	14

Subtotal--Africa: 3 international meetings, and 1 national workshop attended by 119 persons.

TABLE 7. MEETINGS, WORKSHOPS AND LECTURES SUPPORTED BY JHU/PCS--FY1985

Region/Country	PCS Project Number	Dates	Host Agency	Activity	Number of Participants
<u>LATIN AMERICA</u>					
Bolivia	LA-BOL-01	Sept. 18, 1985	Centro de Orientación Familiar (COF)	The first in a series of ten conferences for national leaders linking population dynamics with social and economic development issues in Bolivia, entitled, "Population and Economic Development." The participants represented a wide spectrum of professionals, including lawyers, economists, religious leaders, medical personnel, union leaders, the military and police.	83
Dominican Republic	PCS-MW-11	Sept. 27, 1985	Consejo Nacional de Población y la Familia (CONAPOFA)	One-day communication session (part of two-day CONAPOFA workshop) which focused on developing IEC plans and strategies for male responsibility programs. JHU/PCS-sponsored speakers from Brazil, Colombia and Mexico presented background papers.	100
Ecuador	AED-28	Mar. 18-29, 1985	Instituto Ecuatoriano de Seguridad Social (IESS)	Workshop on motivation and information techniques in family planning and preparation of promotional materials for health educators in public and private sectors.	32
Haiti	PCS-MW-09	Jan. 28-Feb. 9, 1985	Division of Health Education and Training of the Ministry of Public Health and Population	Workshop to train regional health educators to develop and produce radio programs on FP and related health issues.	23
Haiti	PCS-MW-10	Sept. 2-13, 1985	Division of Health Education and Training of the Ministry of Public Health and Population	Workshop to train regional health personnel and local radio station producers in radio production techniques for family planning. Series of ready-to-air tapes produced for local stations.	22
Honduras	LA-HON-02	Nov. 5-17, 1984	Instituto Hondureño de Seguridad Social (IHSS)	Training of trainers in interpersonal communication techniques and developing simple audio-visual aids.	48
Honduras	LA-HON-02	Apr. 17-18, 1985	Instituto Hondureño de Seguridad Social (IHSS)	Leaders' seminar in Tegucigalpa and San Pedro Sula, focussed on family planning and demographic topics.	125

Subtotal--Latin America: 6 national workshops and 1 lecture attended by 433 persons.

TABLE 7. MEETINGS, WORKSHOPS AND LECTURES SUPPORTED BY JHU/PCS--FY1985

Region/Country	PCS Project Number	Dates	Host Agency	Activity	Number of Participants
<u>ASIA</u>					
India	PCS-MW-08	Dec. 3-8, 1984	GOI	India National Communication Strategy Workshop on Health and Population. Workshop participants from the five Integrated Rural Health and Population Project (IRHP) states reviewed Communication Needs Assessment (CNA) data and developed an illustrative marketing plan for a key program and an IEC strategy for the next two years.	25
Nepal	AS-NEP-01	Jan. 8-31, 1985	FP/MCH Project, Ministry of Health	Training of Regional Training Officers (RTOs) and health workers in the proper use and distribution of print materials.	18
Nepal	AS-NEP-01	July 24-25, 1985	FP/MCH	Training of Regional Training Officers and Family Planning Officers in use of visual aids and design of motivational activities.	6

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Subtotal--Asia: 3 national workshops attended by 49 persons.

TABLE 7. MEETINGS, WORKSHOPS AND LECTURES SUPPORTED BY JHU/PCS--FY1985

Region/Country	PCS Project Number	Dates	Host Agency	Activity	Number of Participants
<u>NEAR EAST</u>					
Regional	AED-29 AED-35	July 29- Aug. 16, 1985	JHU/PCS	Arab World Communication Workshop-- three-week workshop for IEC program managers from eight Arabic-speaking countries. IPPF co-sponsored work- shop, which was held in Baltimore and Washington, D.C. AED coordi- nated workshop.	17
Jordan	NE-JOR-01	Oct. 1, 1984- Aug. 30, 1985	JFPPA	37 lectures to diverse groups, including health clinic patients, social workers, community leaders and adult groups.	3,101
Jordan	NE-JOR-01	Nov. 10-12, 1984	JFPPA	Workshop on the role of the nurse in family planning education and communication.	29
Jordan	NE-JOR-01	Dec. 23-24, 1984	JFPPA	Workshop on "The Role of the Mother in the Health and Welfare of the Family" for community leaders and voluntary organizations in the Irbid district to encourage greater participation and under- standing of family planning.	33
Jordan	NE-JOR-01	Mar. 4- Apr. 30, 1984	JFPPA	Workshop on "Population: Its role in Development" for NGOs and jour- nalists.	39
Jordan	NE-JOR-01	Mar. 4- Apr. 30, 1985	JFPPA	Workshop on FP for physicians and nurse/midwives.	36
Jordan	NE-JOR-01	May 4-5, 1985	JFPPA	Workshop on the "Role of Health Education and Social Work in Family Welfare" for social workers.	33

Subtotal--Near East: 1 international meeting, 5 national workshops and 37 lectures attended by 3,288 persons.

Grand total: 4 international meetings, 15 national workshops and 38 lectures attended by 3,889 persons.

## II. MAJOR REGIONAL AND COUNTRY ACTIVITIES

Regional and country activities undertaken by JHU/PCS during FY1985 are described in detail below (see also Table 8 and Appendix D). A progress report on each JHU/PCS country project follows the country narrative. The abbreviations following each regional or country heading indicate the major JHU/PCS activities during FY1985: NA=Needs Assessment; CP=Country Project; TA=Technical Assistance; MW=Meetings and Workshops; and FM=Films and Materials.

### AFRICA

#### Overview

During the third year of the PCS project, JHU/PCS representatives travelled to 15 sub-Saharan African countries and provided technical assistance to nine countries--Burkina Faso, Burundi, Kenya, Senegal, Sierra Leone, Swaziland, Uganda, Zaire and Zimbabwe. Needs assessments were carried out in three countries: Mauritius (partial), Swaziland, and Uganda (partial), making a total of 12 needs assessments completed to date for African countries. Six country projects in Kenya (2), Liberia, Nigeria (2), and the Sudan were started, and two projects in Burkina Faso and Mali started in October 1985. Six additional projects were developed in Nigeria.

The ten projects currently underway in Africa involve a variety of media and combinations of media and interpersonal support and are directed at a broad range of audiences, including current and potential contraceptive users, policymakers, opinion leaders, health and outreach workers, and broadcasters. In addition to broad-based public education campaigns to inform couples of childbearing age about family planning and the availability of FP services, some projects seek to demonstrate the feasibility and acceptability of using the mass media to provide information on population and family planning issues, while others seek to promote sustained contraceptive use through the provision of accurate, comprehensible information on specific methods.

In recognition of the impossibility of stretching JHU/PCS resources to cover the 42 countries in which AID works in sub-Saharan Africa, JHU/PCS launched several regional initiatives during FY1985. To promote increased and improved broadcast coverage of population and family planning issues, JHU/PCS supported two major regional workshops for broadcasters and family planning IEC specialists from 24 countries. JHU/PCS also conducted a two-day workshop for family planning association executive directors to encourage them to upgrade present IEC efforts. To meet the need for medically accurate, up-to-date print materials on contraceptive methods, JHU/PCS has begun the development of materials designed for use by clients and health workers. In order to develop an institutional base in Africa for IEC training, JHU/PCS has assisted the Centre for African Family Studies in designing a comprehensive IEC training program. These regional initiatives are described in more detail in the following sections.

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND AND THIRD PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
AFRICA						
Regional				FY84	FY85	FY84, FY85
URTNA		FY84	FY84		FY85	FY83, FY84, FY85
CAFS				FY85		FY85
Benin						FY84, FY85
Botswana						FY83, FY84, FY85
Burkina Faso	FY84	FY85		FY85		FY84, FY85
Burundi				FY85		FY84, FY85
Central African Republic						FY84
Congo	FY84			FY84		FY84
Gambia						FY85
Ghana						FY85
Ivory Coast						FY83
Kenya				FY85		FY83, FY84, FY85
Stellagraphics		FY84	FY85			
RETCO		FY85	FY85			
Lesotho						FY84, FY85
Liberia	FY84	FY84	FY85	FY84		FY83, FY84, FY85
Madagascar						FY84, FY85
Malawi						FY85
Mali	FY84	FY84				FY83, FY84, FY85
Mauritius	FY85*					FY83, FY84, FY85
Niger						FY85
Nigeria	FY83			FY84	FY84	FY84, FY85
Kwara State MOH		FY83	FY84			FY83, FY84, FY85
PPFN--print materials		FY84	FY85		FY84, FY85	FY84, FY85
PPFN--Plateau State		FY84	FY85			FY85
Ogun State MOH		FY84	FY85**			
UCH/Ibadan		FY85				FY85
PPFN--broadcast workshop		FY85				FY85
NTA/Enugu (Anambra State)		FY85				FY85

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 \*Partial needs assessment  
 \*\*Not funded under a subagreement

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND AND THIRD PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
Nigeria (cont'd)						
Schl. of Hlth. Technlg. (Ondo State)		FY85				
Imo State MOH		FY85				
NTA/Lagos (RAPID)		FY85				
Rwanda						FY84, FY85
Sao Tomé/Principe						FY85
Senegal				FY85		FY83, FY84, FY85
Seychelles						FY84, FY85
Sierra Leone	FY84*			FY85		FY84, FY85
Somalia	FY84			FY84		FY85
Sudan	FY83	FY84	FY85			FY84, FY85
Swaziland	FY85	FY85	FY85**	FY85		FY83, FY84, FY85
Togo						FY83, FY85
Uganda	FY85*			FY85		FY85
Zaire	FY84			FY84, FY85		FY83, FY84, FY85
Zambia						FY85
Zimbabwe				FY83, FY84, FY85		FY83, FY84, FY85

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 \*Partial needs assessment  
 \*\*Not funded under a subagreement

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND AND THIRD PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
LATIN AMERICA/ CARIBBEAN						
Regional		FY84		FY83	FY83	FY84,FY85
FFI		FY84	FY85			FY85
Barbados						FY85
Bolivia	FY83	FY84	FY85			FY83,FY84,FY85
Brazil						
ABEPF		FY84	FY85			FY85
BEMFAM		FY85				
Colombia		FY84	FY84			FY84,FY85
Costa Rica		FY84	FY84	FY83		FY83,FY84,FY85
Dominica						FY85
Dominican Republic					FY85	FY83, FY85
Ecuador				FY83,FY85	FY85	FY83,FY84,FY85
El Salvador						FY85
Guatemala						FY83,FY84,FY85
Haiti	FY83			FY84,FY85	FY85	FY83,FY84,FY85
Honduras	FY83					
ASHONPLAFA		FY83	FY84		FY84	FY83,FY84,FY85
IHSS		FY83	FY84		FY85	FY84,FY85
MOH		FY83	FY84			FY84,FY85
Jamaica	FY85*					FY83,FY84,FY85
Mexico						
FEMAP		FY83	FY83			FY83,FY84,FY85
AMIDEM		FY85				
Panama	FY83			FY83		FY83,FY84
Paraguay						FY83,FY84,FY85
Peru	FY83			FY83,FY84,FY85		FY83,FY84,FY85
St. Vincent and The Grenadines						FY85
Trinidad and Tobago						FY85

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 \*Partial needs assessment

TABLE 8. SUMMARY OF JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND AND THIRD PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
ASIA						
Bangladesh						FY83
Burma						FY85
Fiji						FY85
India				FY84,FY85	FY85	FY83,FY84,FY85
Indonesia						FY85
Korea, South						FY85
Malaysia						FY85
Nepal	FY84					FY84,FY85
FP/MCH		FY84	FY84		FY84,FY85	FY85
DORC		FY84	FY84			
COMMAT		FY84	FY85			
Pakistan				FY85		
Philippines		FY85				FY85
Sri Lanka	FY84				FY84	FY84,FY85
Thailand	FY84*			FY84,FY85		FY84,FY85
NEAR EAST						
Regional				FY84	FY85	FY84,FY85
Egypt				FY83		FY85
Israel						FY85
Jordan	FY83	FY83	FY83		FY84,FY85	FY84,FY85
Lebanon						FY84,FY85
Tunisia						FY83,FY85
Turkey						FY85
Yemen, North	FY84*			FY84		FY84,FY85

FY83 = JHU/PCS Project Year One  
FY84 = JHU/PCS Project Year Two  
FY85 = JHU/PCS Project Year Three  
\*Partial needs assessment

## Regional Strategy

A priority for IEC efforts in the Africa region is to create a favorable understanding of family planning in order to increase contraceptive acceptance and promote child spacing. In Africa, the JHU/PCS strategy is:

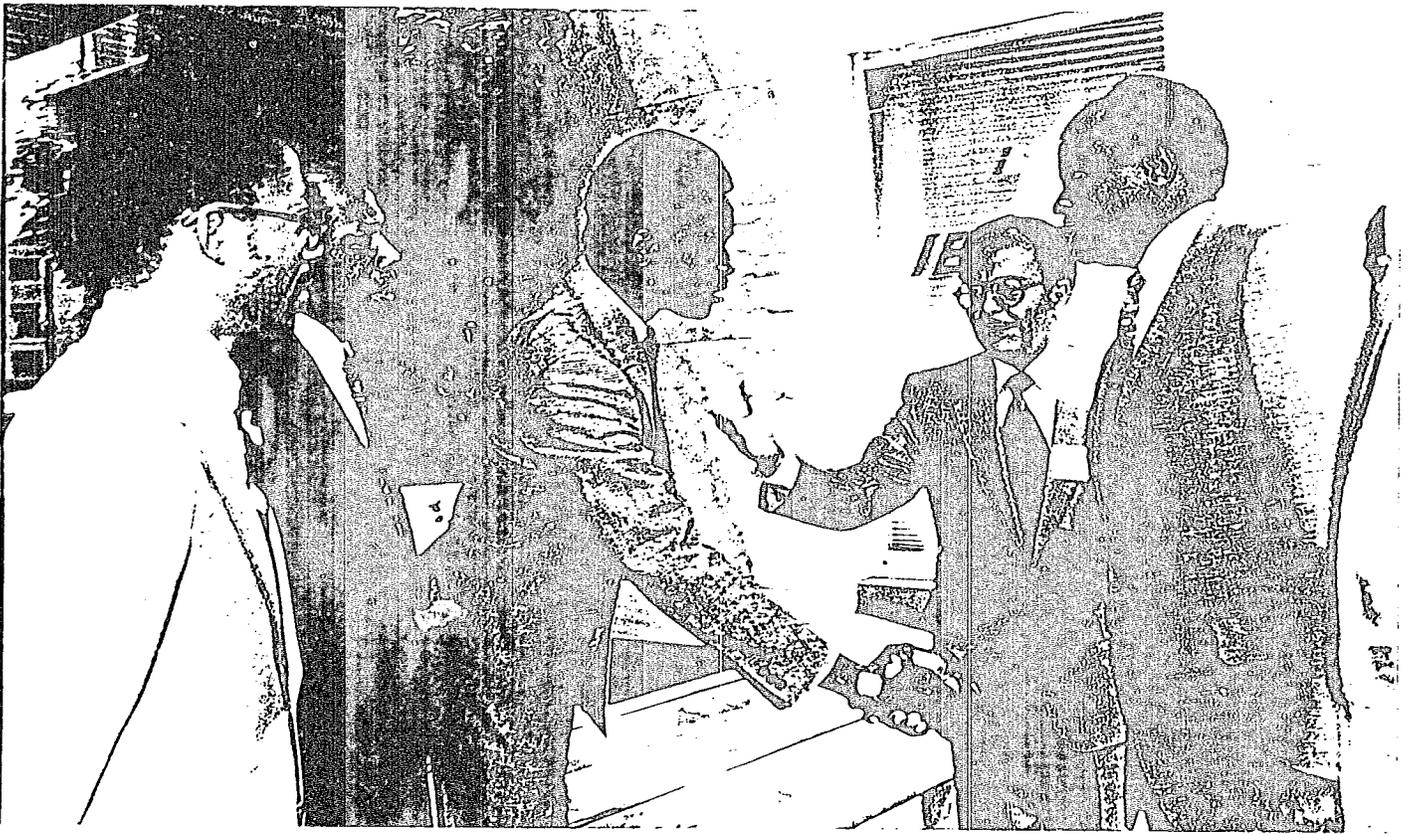
- To work directly with radio broadcasters to improve and increase the coverage given to population/family planning issues, since radio reaches the largest number of potential users;
- To encourage family planning professionals to utilize mass media, especially radio and television, where available, in a more comprehensive, sustained way;
- To improve the quality of client health education provided by clinic personnel and field workers through the provision of booklets and other visual aids, with emphasis on audience analysis, message design and use of pretesting;
- To train personnel in government and private agencies in the latest techniques of family planning IEC through on-the-job training and short-term workshops oriented toward the needs of on-going programs; and
- To influence policymakers, journalists and other elites to increase their awareness of population/family planning issues and their support for action programs to address these issues.

## Regional Broadcast Project (CP,MW)

A cornerstone of JHU/PCS efforts in Africa is a project designed to increase broadcast coverage of population and family planning issues through direct contact between broadcasters and family health experts. Under the auspices of the Dakar-based Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA), a pan-African professional organization for broadcasters, two workshops were held, attended by a total of 83 broadcasters and family health experts from 24 countries. Follow-up activities to these workshops include: preparation and distribution of a Family Health Broadcast Bulletin to broadcasters in URTNA's 42 member countries; the collection and dissemination of sample radio and TV programs to national broadcast organizations; provision of mini-grants to support the production of radio and TV programs on population and family planning topics; and development of sample tapes and the production of a series of interviews with African family planning leaders. Specific country activities that have resulted from the URTNA workshops include: plans for a Nigerian workshop for broadcasters; plans for radio dramas in Kenya, Liberia and Zimbabwe; and an orientation tour of radio production methodologies in Mexico for broadcasters from the Ivory Coast and Senegal. (See project summary AF-SEN-01 for more details.)



Forty-three broadcasters and family planning specialists from 11 francophone countries worked together in the Dakar URTNA workshop to encourage more family health radio and television broadcasting.



URTNA Nairobi workshop participants, in addition to 40 broadcasters and family planning specialists from 13 countries, were: (left to right) Dr. Robert G. Choto from Zimbabwe; Mr. François Itoua, URTNA Secretary General; Mr. Marcel NDione, URTNA President and Director General of the Senegal Office for Radio and Television Broadcasting; Mr. Kassaye Demena, Director of URTNA/Programme Exchange Centre; and the Hon. Mwai Kibaki, Vice-President of Kenya. Mr. Kibaki strongly urged more media attention to family planning.

Project Summary

**PROJECT TITLE/NUMBER:** URTNA Family Health Broadcasting Project (AF-SEN-01)

**GRANTEE:** Union des Radiodiffusions et Télévisions Nationales d'Afrique (Union of National Radio and Television Organizations of Africa--URTNA)

**PROJECT DURATION:** July 30, 1984 - January 31, 1986

**PROJECT BUDGET:** \$72,472

**CUMULATIVE EXPENDITURES:** \$32,108.58

The major objective of this project is to increase radio and television coverage of family planning and population issues throughout Africa. The project is designed to reach senior-level broadcast officials in Africa to ensure that family planning and child-spacing are incorporated into health-related programs and that population issues are included in discussions about national development. Principal project activities include: development and distribution of a broadcast information bulletin in French and English with ready-to-air news and program notes on family health; organization of two broadcast workshops--one in English and one in French--to stimulate consideration of population, family planning and related issues, and to orient broadcasters on techniques for incorporating these topics in their existing programs; provision of technical assistance to at least four countries interested in developing new programs dealing with family planning; and exchange of innovative radio and TV programs through the URTNA Programme Exchange Centre located in Nairobi.

The Anglophone workshop for 40 broadcasters and FP experts from 13 African countries was held in Nairobi in November 1984. The Francophone workshop was held in Dakar in February 1985 for 43 participants from 11 countries. Many good radio projects were developed as a result of these workshops. JHU/PCS Project Director Cynthia P. Green attended both workshops, as well as other JHU/PCS and AED staff responsible for Africa activities. AED was responsible for workshop planning and administration. JHU/PCS has held follow-up meetings in Liberia, Ivory Coast, Kenya, and Senegal to help finalize radio proposals and incorporate planned activities into bilateral project plans. The first issue of the Family Health Broadcast Bulletin is to appear in late 1985. In August and September, radio producer Betty Rogers worked with the URTNA/Programme Exchange Centre (PEC) in Nairobi; three demonstration FP tapes were produced. These will be sent to URTNA's 42 member countries. URTNA/PEC has begun to identify and collect FP radio and television programs from member countries. A video program on FP by Kenya Vice-President Mwai Kibaki was among the first materials to be sent out; this program was aired on television in a number of countries. In FY1986, the project will be expanded to include a radio interview series with African FP experts and a mini-grant program for broadcast organizations.

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NATION

## La presse pour la promotion de la santé familiale

L'atelier sur l'utilisation de la radio pour la promotion de la santé publique, a été ouvert hier matin, au Novotel, par le ministre de l'Information et des Télécommunications, chargé des Relations avec les Assemblées, M. Djibo Ka.

Organisé conjointement par l'Union des Radiodiffusion et Télévisions nationales d'Afrique (URTNA), le service de Communication en matière de population de l'Université Johns Hopkins des Etats-Unis, cet atelier regroupa trente-six participants venus des pays du Burkina-Faso, Cameroun, République centrafricaine, Congo, Côte d'Ivoire, Mali, Rwanda, Sénégal, Togo, Tunisie et Zaïre.

Conçu de manière à fournir aux participants une aide et une assistance technique pour la mise en chantier des projets de programme au niveau national, cet atelier permettra aux participants d'examiner pendant cinq jours, les expériences entreprises en matière de communication par la radio et la télévision dans les domaines de la santé et de la population, de discuter de voies et moyens susceptibles d'accroître l'impact de l'information concernant la santé et la population. Il permettra en outre, aux participants, de discuter de l'utilisation par les radiodiffusions du Bulletin de l'URTNA, sur la santé familiale et aussi d'initier des avant-projets dans le but d'accroître l'utilisation de la radio pour la promotion de la santé familiale.

En ouvrant les travaux, M. Djibo Ka a fait remarquer que notre pays s'est senti tout à fait honoré d'accueillir des assises d'une telle portée, car l'information et la santé constituent des secteurs de développement économique et social. Face à l'ampleur des tâches dévolues au secteur de la santé, dira M. Ka, il est de plus en plus nécessaire que, à défaut d'être doté de ses organes propres de diffusion, que ce secteur soit soutenu par une action d'information efficace, multiforme et diversifiée, au service de toutes les composantes de la nation dont la cellule de base est la famille. La santé pour tous signifie, nourriture adéquate, prévention, l'édu-



M. Djibo Ka, ministre de l'Information et des Télécommunications, chargé des Relations avec les Assemblées (micro) devant les travaux.

celle des jeunes dans le cadre d'un environnement sain. Le ministre de l'Information et des Télécommunications, chargé des Relations avec les Assemblées a précisé que tous les facteurs constituent la base de l'équilibre physique, moral et spirituel et aussi de l'harmonie indispensable à la famille et aux enfants.

De l'avis de M. Ka, les populations doivent être mieux informées, éduquées et aussi sensibilisées, pour une meilleure perception de ce véritable enjeu de la société moderne. « Vos discussions, le passage en revue des expériences précédentes en matière de projets radiophoniques et télévisuels dans ce domaine de la santé familiale, les approches différentes, la discussion sur l'utilisation d'un bulletin, et le développement des projets radiophoniques appropriés de haut niveau, vous permettront, sans doute, d'aboutir à des conclusions pratiques et satisfaisantes, susceptibles de contribuer à l'approfondissement de nos politiques dans ce domaine », a-t-il ajouté.

Selon lui, il appartient aux profes-

plus pédagogique, la plus communicative, afin d'atteindre une meilleure perception et compréhension des enjeux de cette problématique de la santé familiale. Il a ensuite fait savoir que ce séminaire devrait examiner les questions relatives à la démographie en Afrique, en rapport avec la situation alimentaire préocupante. Pour M. Ka, le rôle de l'information, tant par la presse écrite que par les moyens audiovisuels, pourrait être déterminant, dans le sens d'une éducation appropriée des populations rurales, urbaines face à la crise, afin de les rendre plus aptes à assumer leurs responsabilités, par une prise de conscience plus nette des impératifs du développement. Il a aussi noté que les besoins de la jeunesse africaine, de nos populations en général, en information sur la santé familiale, sont énormes, parfois contradictoires.

De l'avis de M. Djibo Ka, le Sénégal portera le concours de ses organismes d'information convaincu que l'action des séminaristes s'inscrit parfaitement dans le cadre de la politique du gouvernement du président Abdou Diouf, qui

tous, les informations nécessaires à la préservation de la santé de chaque citoyen.

Auparavant, le P. Paul Corréa, avait indiqué que l'URTNA, dont la réputation n'est plus à faire à travers l'Afrique et même le monde, se devait de prendre l'heureuse et courageuse initiative d'aborder avec le corps médical le problème important de l'utilisation de la radio et de la télévision pour communiquer au public les informations concernant tout particulièrement la santé familiale. Il a, en outre, indiqué que les praticiens confrontés quotidiennement aux difficiles problèmes de santé qui seront évoqués au cours de cette conférence, tireront profit de cette confrontation grâce à l'expérience des hommes de la presse.

Le P. Corréa a, par ailleurs, livré quatre recommandations en matière de santé familiale. Le planning familial, dit-il, ne consiste pas uniquement à éviter des grossesses, mais également à traiter les couples stériles ou infertiles pour leur permettre de connaître la joie de la naissance d'un enfant dans le foyer.

Parce Sédikh MBODJE

## Family planning critics assailed

By NATION Reporter  
Nonsensical political and religious ideologies should not be allowed to curb the immediate implementation of family planning programmes in Africa, Vice-President Mwai Kibaki said yesterday.

Officially opening the third union of African Radio and television (URTNA) family health broadcast workshop at the Hilton Hotel, Mr Kibaki said the problem of population growth is serious in Africa and needed attention devoid of silly preconceptions based on religious political arguments.

In Kenya, he said, "a few people recently tried to divert attention from the public by stating that family planning is necessary and was against our ethics but we have to tell such people in very certain terms that we have no leisure to entertain such nonsense."

An advertisement in the two Sunday ago, Catholic Church of Kenya issued a statement condemning family planning camps at Kiambu, Nakuru and other places aimed at sterilising women as "an insult to men and men of Kenya, a blot on human dignity".

He appealed to Kenyans to support the approach to fertility and the Ministry of Health not to encourage and such camps.

Some people were

THAT SOME PEOPLE WERE

Both the Nairobi and Dakar URTNA workshops received extensive broadcast and print media coverage. Daily events were featured on the nightly TV and radio news and in newspaper news articles. The participants themselves taped numerous special interviews, which were aired upon their return home.

During FY1985, JHU/PCS representatives made 12 visits to Dakar and Nairobi in conjunction with the URTNA project, including attendance at the two workshops by JHU/PCS and AED staff. JHU/PCS Regional Program Coordinator Margaret B. Parlato and Mark Lediard and Allan Kulakow of AED have been most involved in URTNA activities, and AED consultant Michèlle Lioy was responsible for the administration and logistics of the two URTNA workshops.

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### Regional Training Project (TA)

A second JHU/PCS initiative in Africa is the expansion of African institutional capabilities in IEC training. Following a review of various African institutions offering training in communication, population, family planning and management, JHU/PCS identified a need for an African institution that could provide short-term courses including a mix of these topics. The Centre for African Family Studies (CAFS), which is expanding its training programs for health professionals and para-professionals under new funding from USAID/REDSO/ESA, requested JHU/PCS assistance in designing a comprehensive IEC training program. JHU/PCS has assisted CAFS in developing an outline of the content of an overview course on IEC, a plan for increasing CAFS staff capability in IEC training and recruiting communication professionals as guest lecturers, and an information-gathering tool to be used in IEC training needs assessments.

### Regional Print Materials Project (FM)

To meet the critical need for medically accurate, up-to-date print materials on contraceptive methods for use in Africa, JHU/PCS and PIACT have been developing four basic materials in English and French: a flipchart, wallchart, service provider's manual, and a client booklet. Prototype materials have been drafted and will be reviewed by African senior health professionals, service providers and health educators prior to pretesting in four African countries. It is hoped that these materials will be adapted for local use and will serve as models for other locally produced materials. JHU/PCS Media/Materials Coordinator Ann B. Jimerson and PIACT Associate Scott Wittet have had major responsibility for this project.

### Regional FP Administrators' Meeting (MW)

A fourth JHU/PCS approach to bolstering IEC efforts in Africa entailed providing orientation to family planning association leaders on IEC program design and management in order to encourage them to give IEC higher priority and to upgrade current IEC efforts by making more effective use of IEC staff time and using commercial IEC resources. At the invitation of the International Planned Parenthood Federation (IPPF), JHU/PCS organized a two-day workshop for the executive directors of 22 family planning associations throughout sub-Saharan Africa. The workshop, held in Nairobi in July 1985, covered several key areas, including media relations, materials development, fundraising and use of advertising agencies. Plans for follow-up projects to monitor broadcast

information on family planning were discussed. The workshop, organized by Mark Lediard of AED, included a presentation by JHU/PCS Principal Investigator Phyllis T. Piotrow.

### Botswana

The Botswana Ministry of Health requested JHU/PCS assistance in identifying IEC consultants to work with the MCH/FP Division and in developing a four-year IEC plan for the World Bank Family Health Project. A University of Michigan intern has been assigned to the MCH/FP Division, and the MOH is in the process of recruiting a long-term IEC advisor. JHU/PCS is awaiting a specific request for a technical assistance visit to assist in IEC program planning.

### Burkina Faso (CP,TA)

At the request of the AID Mission, JHU/PCS provided technical assistance in the development of a pre-Project Identification Document in October/November 1984. To bridge the gap until an AID bilateral project started, the AID Mission requested JHU/PCS to provide interim IEC project funds and training to the Ministry of Social Welfare and National Solidarity, the lead FP agency. JHU/PCS Regional Program Coordinator Mona Y. Grieser and Consultant Philippe Langlois visited Burkina Faso in March 1985 to design a project to promote the availability of family planning services and to educate the general public and opinion leaders on the benefits of family planning. This IEC project complements the Ministry of Social Welfare's plans to initiate family planning services. Prior to the start-up of the JHU/PCS-funded project on October 1, 1985, the Ministry had provided technical training in family planning to its social educators and had designed four sample family planning logos for pretesting, to be used to designate all FP service points. (See project summary AF-BKF-01 for more details.)

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### Project Summary

PROJECT TITLE/NUMBER: IEC Development Project (AF-BKF-01)  
GRANTEE: Ministère de l'Essor Familial et de la Solidarité Nationale (MEFSN)  
PROJECT DURATION: October 1, 1985 - March 31, 1987  
PROJECT BUDGET: \$69,793  
CUMULATIVE EXPENDITURES: \$0

The purpose of this project is to upgrade Burkina Faso's family planning information, education, and communication (IEC) capability--specifically in the area of interpersonal communication--in order to direct a greater number of potential clients to the newly-opened family planning (FP) clinics in the two main urban areas of Ouagadougou and Bobo-Dioulasso. The recipient is the Ministère

de l'Essor Familiale et de la Solidarité Nationale (MEFSN--Ministry of Social Welfare and National Solidarity), which is responsible for coordinating all family planning activities. The project also involves collaboration with the Ministry of Health, which is responsible for actual service delivery.

Project activities include: 1) a workshop in interpersonal communication for front-line social workers and health professionals; 2) an information and education campaign aimed at creating awareness of family planning for the target population in the two urban areas; 3) the purchase of family planning teaching materials including flip charts, demonstration anatomical models, and posters; 4) the production of two family planning posters and two methods leaflets in two language versions; 5) the design of a national family planning logo; and 6) the production of a family planning film.

Project activities were initiated in October with a two-week workshop for midwives and social workers in family planning and interpersonal communication. The workshop was held in Ouagadougou from October 14-25, 1985 and was attended by 16 social workers and 9 midwives who came from the Ouagadougou/Bobo-Dioulasso urban areas and vicinity. Topics covered included counseling, organizing small group discussions, using audio-visual and other support materials, conducting focus group discussions, pretesting and simple record-keeping as a tool for assessing the impact of a communication program. In addition, participants pretested four family planning logos submitted by the Directorate of Health Education (DHE) of the Ministry of Health.

Themes for the FP posters and leaflets have been proposed and are being designed by the DHE. Artwork for posters should be ready for pretesting by early 1985. The public information campaign has been scheduled for mid-January and will focus on developing FP awareness and providing information on service outlets. Formal invitations for bids on the family planning film should begin in mid-December. MEFSN has already received and distributed half of the 50 small IPPF flipcharts provided by FPIA for this project.

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### Burundi (TA)

At the request of USAID/Bujumbura, JHU/PCS completed two technical assistance missions to Burundi: 1) to work with several government ministries and private agencies to develop an integrated plan for print materials development and develop a draft proposal for a project to be funded by the AID Mission; and 2) to assist the Ministry of Education in preparing a proposal for the introduction of population education in the primary and secondary school curricula.

### Ghana

JHU/PCS, in collaboration with Mrs. Assan, MOH National FP Coordinator, outlined an IEC plan which was included in the USAID project paper. The plan involves the development of a national IEC program, including materials to be developed under a possible subcontract with an advertising firm. In August 1985, USAID/Accra requested JHU/PCS to visit Ghana to do an IEC needs assessment of the public and private sectors and to develop an appropriate strategy. Two JHU/PCS staff members visited in October/November 1985 to respond to this

request and to work with the URTNA participants to review their proposal for an IEC campaign for youth on unwanted pregnancy.

### Ivory Coast

As a result of the URTNA workshop, JHU/PCS Regional Program Coordinator Margaret B. Parlato made two trips to the Ivory Coast to meet with representatives of Radiodiffusion Télévision Ivoirienne (RTI), the national broadcast organization, and the Ministry of Health. RTI and the MOH expressed interest in organizing a radio training program for radio and health experts and in receiving JHU/PCS assistance in carrying out radio and TV support for the UNFPA-funded maternal and child health/family planning project expected to begin in early 1986. The MOH is preparing a proposal covering these two activities for submission to JHU/PCS.

To orient radio and TV producers and MOH family health experts on the planning and production of radio and TV social dramas, JHU/PCS, in collaboration with AED, is planning a study tour of the production facilities of Televisa, the Mexican broadcast organization which developed a highly popular TV series incorporating family planning themes. The visit is scheduled for early 1986.

### Kenya (CP,TA)

Although Kenya has a large national family planning program funded by USAID and other international donors, there is a lack of flexible, private funds that can be expeditiously made available to support small demonstration projects. Accordingly, USAID/Nairobi asked JHU/PCS to support a pilot project to develop short comedy and dramatic programs to be shown on national television and through mobile cinema vans. Stellagraphics, a private Kenyan firm, was selected to produce the videotape programs, and Research Evaluation and Training Consultancy, Ltd., another Kenyan firm, was identified to conduct the pretesting and evaluation of the programs to ensure that they are understood and appreciated by their intended audience. (See project summaries AF-KEN-01 and AF-KEN-02 for more details.)

Also at the request of USAID/Nairobi, Mark Lediard of AED assisted in the development of an IEC work plan and budget for a USAID bilateral project with the Ministry of Health. Lediard and AED consultant Suzanne Saulniers also completed an evaluation of the mass media activities of non-governmental agencies funded by the National Council on Population and Development.

Project Summary

PROJECT TITLE/NUMBER: Family Planning Films (AF-KEN-01)

GRANTEE: Stellagraphics Ltd.

PROJECT DURATION: April 14, 1985 - March 14, 1986

PROJECT BUDGET: \$66,700

CUMULATIVE EXPENDITURES: \$32,221.40

The purpose of this project is to support the planning and production of a demonstration series of videotaped population/family planning programs for use on both national television and through the Ministry of Health and Ministry of Information cinema and theater van systems. The main project objective is to demonstrate to various state and parastatal agencies in Kenya such as the National Council for Population and Development (NCPD) and the Ministry of Information and Broadcasting (MOIB) an efficient and viable approach to the development and dissemination of population/family planning messages. A companion project has been developed with a Kenyan firm, Research Evaluation and Training Consultancy Ltd. (RETCO), to provide assistance in pretesting and evaluating the video programs.

The project has produced four six-minute video comedies and one 20-minute drama. These programs are being pretested before final editing and production work is undertaken, including transfer of the video to 16 mm film to allow for wider dissemination. All project outputs are expected to be completed by early 1986.

JHU/PCS and AED staff visited Stellagraphics seven times during the year for the purpose of proposal development and project monitoring; including visits by Phyllis T. Piotrow, Cynthia P. Green, Wilma H. Lynn of JHU/PCS and Mark Lediard, AED.

## Project Summary

**PROJECT TITLE/NUMBER:** Evaluation of FP Film Project (AF-KEN-02)  
**GRANTEE:** Research Evaluation and Training Consultancy Ltd. (RETCO)  
**PROJECT DURATION:** July 15, 1985 - June 14, 1986  
**PROJECT BUDGET:** \$47,580  
**CUMULATIVE EXPENDITURES:** \$6,877.16

This project is a companion to the Family Planning Films Project (AF-KEN-01). The purpose of the project is to evaluate the appropriateness and effectiveness of video-recorded programs in communicating family planning messages to the Kenyan public. The project is being conducted in two phases. The first phase involves extensive pretesting of the video recorded programs before final production. The second phase, after revision and final production, will evaluate the impact of the completed programs shown to sample audiences in selected areas. Information obtained from this project will be detailed in a final report which will be submitted to AID and the National Council on Population and Development of Kenya. This report will provide information on the results of the pretesting and the effectiveness and impact of the video productions in communicating FP messages to Kenyans. This report should be available in mid-1986.

JHU/PCS staff visited RETCO four times during the year for the purpose of proposal development and project monitoring, including visits by Phyllis T. Piotrow and Wilma H. Lynn of JHU/PCS and Mark Lediard, AED. In addition, the RETCO Project Director visited JHU/PCS in August 1985 and provided a briefing on the status of project activities. During this visit, administrative procedures relating to JHU/PCS subagreements were thoroughly reviewed.

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### Lesotho

In May 1985, JHU/PCS was requested by USAID/REDSO/ESA to provide an IEC consultant to assist in writing an AID project paper for Lesotho. This trip is now scheduled for early 1986.

### Liberia (CP)

To broaden the awareness of opinion leaders and the general public on the impact of rapid population growth on socio-economic development in Liberia and to reinforce the impact of RAPID presentations, JHU/PCS funded the production of a 30-minute videotape. The videotape, which was made by MEDEX, a private public relations firm, highlights some implications of population growth on housing, education, food supply and the overall economic conditions in Liberia. The

Liberia Broadcasting System assisted in the production and has agreed to broadcast the program at least three times on television. The videotape has been completed, and a plan to evaluate it has been developed by a JHU/PCS consultant. Once the evaluation has been conducted, the program will be copied onto 16mm film for distribution through the Family Planning Association of Liberia and other agencies. (See project summary AF-LIB-01 for more details.)

The Liberian broadcasters and family planning specialists who attended the URTNA workshop have formed a project planning committee to develop plans for an extensive mass media campaign, including a radio social drama series to be broadcast through a new rural communications system. At the request of USAID/Monrovia, JHU/PCS has postponed development of a proposal for this initiative, in order to ascertain whether it is in harmony with plans for an AID bilateral project.

The Family Life Promotion Project of the Catholic Secretariat requested JHU/PCS assistance to develop materials to be used in counseling natural family planning users. A PIACT technical assistance visit was scheduled for October 1985 but was cancelled at the request of the AID Mission.

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#### Project Summary

PROJECT TITLE/NUMBER: RAPID Television Program (AF-LIB-01)  
GRANTEE: MEDEX International Corporation  
PROJECT DURATION: November 1, 1984 - March 31, 1986  
PROJECT BUDGET: \$14,120  
CUMULATIVE EXPENDITURES: \$10,494.90

The purpose of this project is to produce and broadcast in Liberia--using in-country resources as much as possible--a television program on population awareness based on the Futures Group's May 1983 RAPID analysis of the effects of population factors on Liberia's social and economic development.

The script for the production was developed by JHU/PCS consultant Philippe Langlois and sent to MEDEX in October 1984. After review and revisions, taping began. Raw footage was reviewed by Cynthia P. Green and Maxwell S. Senior of JHU/PCS during a February - March 1985 visit. Video production was delayed because an animation segment had to be sent to the U.S. for processing.

JHU/PCS consultant Dr. Gerald Hursh-Cesar visited Liberia July 16-23, 1985 to establish procedures for the evaluation of the presentation. Subbah-Belleh Associates, a private consulting firm in Monrovia, is expected to conduct the evaluation under a subcontract with MEDEX in early 1986.

The 30-minute video was completed in September 1985 and sent to JHU/PCS for review and transfer to film. The program will be broadcast in December 1985 on the Liberia national TV network. The target audience is TV viewers which includes opinion leaders, policy-makers, professionals, business people, and educators. The Family Planning Association of Liberia has agreed to coordinate distribution of the film in Liberia and to show the film to school and community groups throughout the country.

JHU/PCS staff and consultants conducted a total of four project monitoring and technical assistance visits during the year.

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### Malawi

USAID/REDSO/ESA has requested JHU/PCS to provide an IEC consultant to participate in two upcoming trips to Malawi to prepare a project identification document and project paper. These trips are now expected to take place in 1986.

### Mali (CP)

JHU/PCS Regional Program Coordinator Margaret B. Parlato conducted a needs assessment in October 1984 and developed a draft project document with the Association Malienne pour la Protection et la Promotion de la Famille (AMPPF). With additional input and revisions from AMPPF, the project started October 1, 1985. The project is designed to support the expansion of family planning services by providing basic materials for health workers and clients, improving radio programming on family planning and related health issues, and involving the National Union of Malian Women in promotion of family planning. (See project summary AF-MAI-01 for more details.)

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### Project Summary

PROJECT TITLE/NUMBER:	Family Planning IEC Project (AF-MAI-01)
GRANTEE:	Association Malienne Pour la Protection et la Promotion de la Famille (AMPPF)
PROJECT DURATION:	October 1, 1985 - March 31, 1987
PROJECT BUDGET:	\$52,992
CUMULATIVE EXPENDITURES:	0

The purpose of this project is to strengthen and expand information, education and communication (IEC) activities in support of family planning in

Mali. Principal project activities include: development of a national logo; production of print and visual materials for use in clinics; development of new radio programs; production of a series of videotapes; and organization of a workshop for the National Union of Malian Women. The materials produced as part of this project will be distributed in government and private family planning service centers throughout the country. The project will be implemented by the Malian Association for the Protection and Promotion of the Family, with collaboration from the Health Education Unit of the Ministry of Health and Social Affairs and the Division of Women's Affairs of the Directorate for National Literacy and Applied Linguistics.

A JHU/PCS visit to initiate project activities and develop a detailed work plan, originally scheduled for October 1985, was postponed due to the travel schedule of key AMPPF officials. This visit is now scheduled for early 1986.

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### Mauritius (NA)

While in Mauritius to attend the Pan-African Natural Family Planning Workshop and the Family Planning Visual Communication Workshop, JHU/PCS Regional Program Coordinator Maxwell S. Senior met with public and private agencies working in family planning IEC. Leaders of the Mauritius Family Planning Association requested training in broadcast production planning and content development. Due to JHU/PCS funding constraints, this request has been deferred.

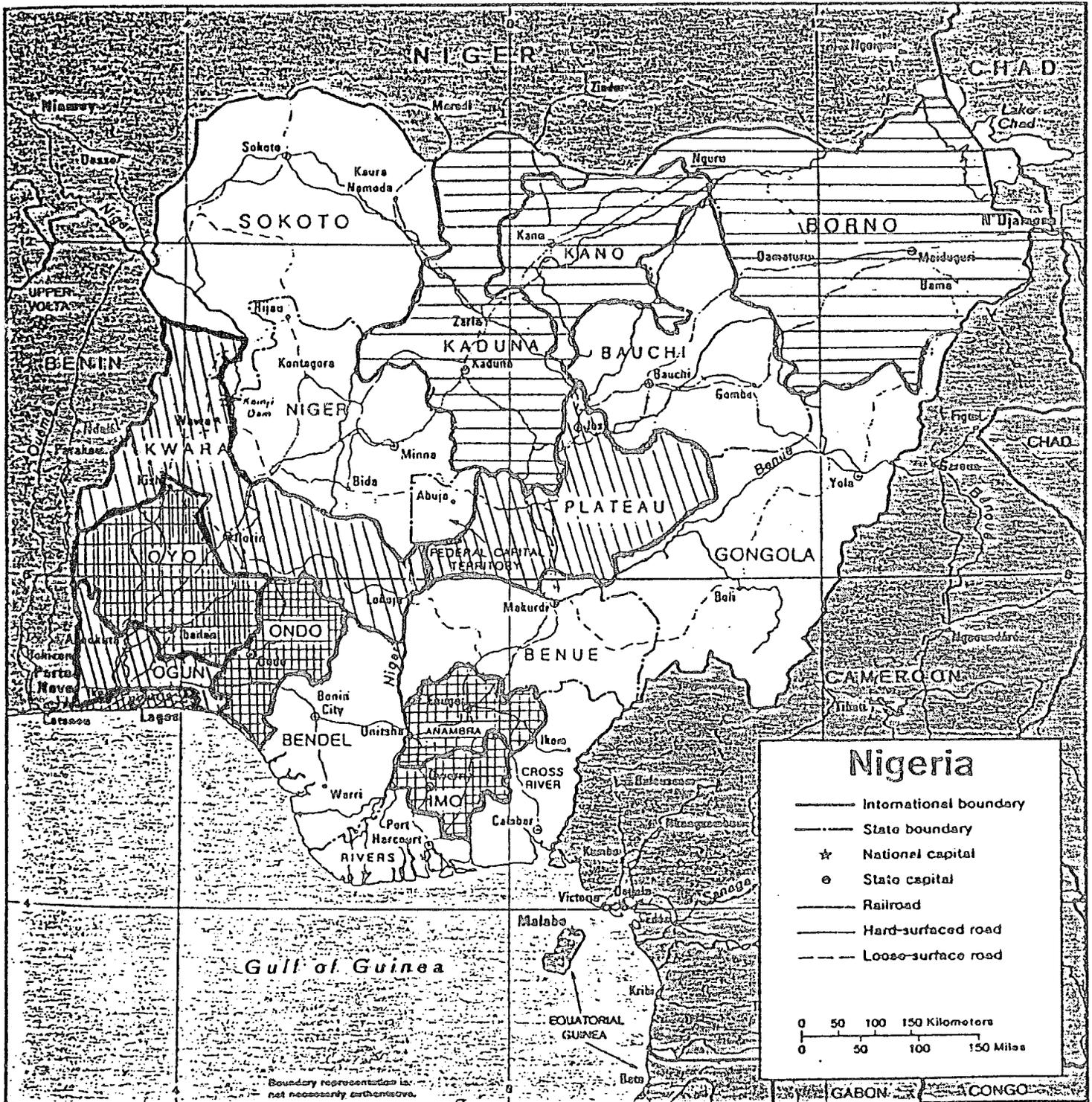
### Niger

JHU/PCS provided some Hausa-language booklets developed in Nigeria to family planning leaders in Niger and met with the Columbia University family planning advisor living in Niger to discuss possible JHU/PCS assistance. A request for JHU/PCS assistance is anticipated in 1986 once a USAID Population Advisor is recruited.

### Nigeria (CP,FM)

JHU/PCS strategy in Nigeria has concentrated on several key areas: 1) to support mass media promotion of the concept of family planning and the availability of FP services; 2) to provide basic information materials for use by health workers in counseling clients; 3) to initiate demonstration projects that link mass media and interpersonal communication in order to increase awareness and use of contraception and its acceptability by opinion leaders; and 4) to involve broadcasters in promotion of population and family planning issues. After efforts to develop a coherent national IEC program with the appropriate federal agencies failed to materialize, JHU/PCS developed tailor-made IEC programs in eight states in order to support the expansion of family planning services through government clinics and health centers. JHU/PCS also initiated two projects with the Planned Parenthood Federation of Nigeria (PPFN) in order to develop a national distribution network for print materials for clients and to conduct a pilot project in one state using a commercial advertising agency.

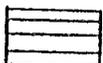
SUMMARY OF JHU/PCS ACTIVITIES AND PROJECTS IN NIGERIA  
(AS OF OCTOBER 28, 1985)



States with current JHU/PCS-supported projects/activities



States with pending project proposals



New States to be visited during November/December trip

During FY1985, JHU/PCS Principal Investigator Phyllis T. Piotrow visited Nigeria once and met with grantees in Kwara State and Lagos to accelerate and expand project activities. JHU/PCS Regional Program Coordinator José G. Rimon II visited Nigeria four times and travelled to eight states. Within this time period, Rimon was able to monitor and provide TA four times to JHU/PCS's first state-wide media campaign (Kwara), implement two subagreements with PPFN, support multimedia communication activities (Ogun), and initiate the development of six new projects -- two national and four in Anambra, Imo, Ondo, and Oyo states. During this time, JHU/PCS played key roles in encouraging and providing advice to Kwara and Ogun States in launching the first and second official FP campaigns ever in Nigeria.

JHU/PCS work in Nigeria has been assisted by PIACT and AED staff, four consultants and one part-time, in-country JHU/PCS representative. Carol Kazi of PIACT, a resident of Nigeria, has been especially helpful in IEC activities in Nigeria. Neill Heath of AED provided TA to Kwara State and helped to develop projects in Ogun, Imo and Ondo States. Backstopping by JHU/PCS Assistant Program Coordinator Kim E. Winnard also greatly facilitated work in Nigeria. JHU/PCS consultant Carol Becker, together with Rimon, helped develop the Imo and Ogun projects. JHU/PCS consultant John Boone provided TA to Ogun State and conducted initial project development efforts in Anambra State. JHU/PCS consultant Gerald Hursh-Cesar provided TA in developing the monitoring and research component of the project in Plateau State (AF-NGA-03). JHU/PCS consultant D. Lawrence Kincaid helped establish the protocols and procedures for evaluating the Yoruba booklets. A total of 19 visits for technical assistance, project development and project monitoring took place in Year Three.

The following sections summarize specific JHU/PCS activities at the national and state level.

#### Print Materials for Clients (CP)

The Planned Parenthood Federation of Nigeria (PPFN) has printed 215,000 pill, condom and IUCD booklets in three languages: Hausa, Ibo and Pidgin English. Distribution to state MOH FP clinics and PPFN branch offices has begun, and over 17,000 of these booklets have been distributed.

PPFN has also distributed approximately 90 percent of the 110,000 Yoruba booklets, which were printed in FY1984. To emphasize active distribution of the booklets, PPFN conducted a workshop for state MOH secretaries in January 1985. The project has been extended through April 30, 1986 to evaluate the impact of the booklets and to ensure continuity in the distribution of the booklets. (See project summary AF-NGA-02 for more details.)

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Project Summary

**PROJECT TITLE/NUMBER:** FP Information Booklet Production and Distribution (AF-NGA-02)

**GRANTEE:** Planned Parenthood Federation of Nigeria (PPFN)

**PROJECT DURATION:** November 1, 1984 - April 30, 1986

**PROJECT BUDGET:** \$74,290

**CUMULATIVE EXPENDITURES:** \$44,259.27

The purpose of this project is to improve the understanding among health workers and potential clients of the family planning methods available in Nigeria. Pictorial booklets on specific contraceptive methods have been produced mainly for a low-literate audience of family planning clients. A total of nine booklets (215,000 copies) on the pill, IUCD, and condom were printed in Hausa, Ibo and Pidgin English. The Pathfinder Fund provided \$48,222 from its cooperative agreement with USAID/Lagos to help support the printing.

Booklets have been distributed by PPFN to its branches throughout the country, which serve as distribution points for state MOH FP clinics. To date, over 17,000 of the booklets have been distributed. In a separate activity, approximately 110,000 of the booklets in Yoruba (printed in the United States) have also been distributed. To encourage active distribution of the booklets, PPFN conducted a workshop for State MOH Secretaries in January 1985.

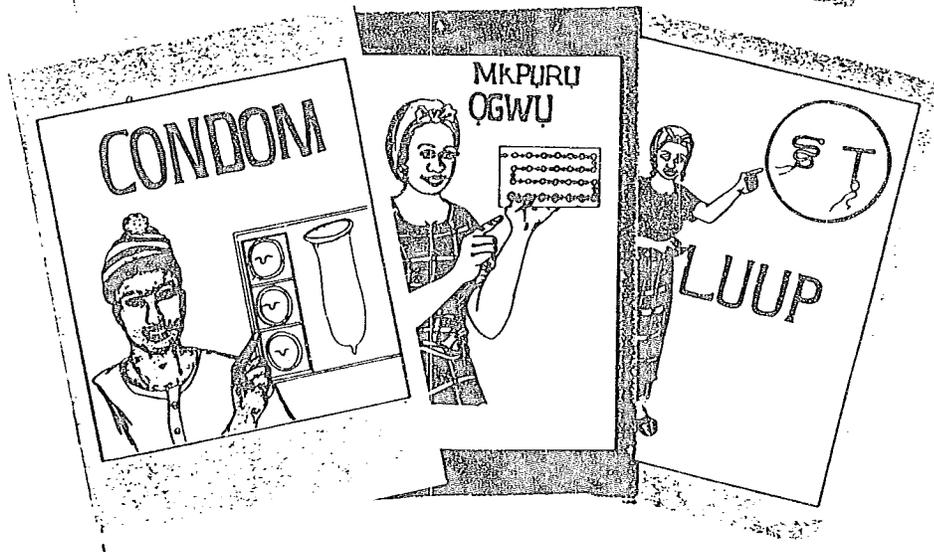
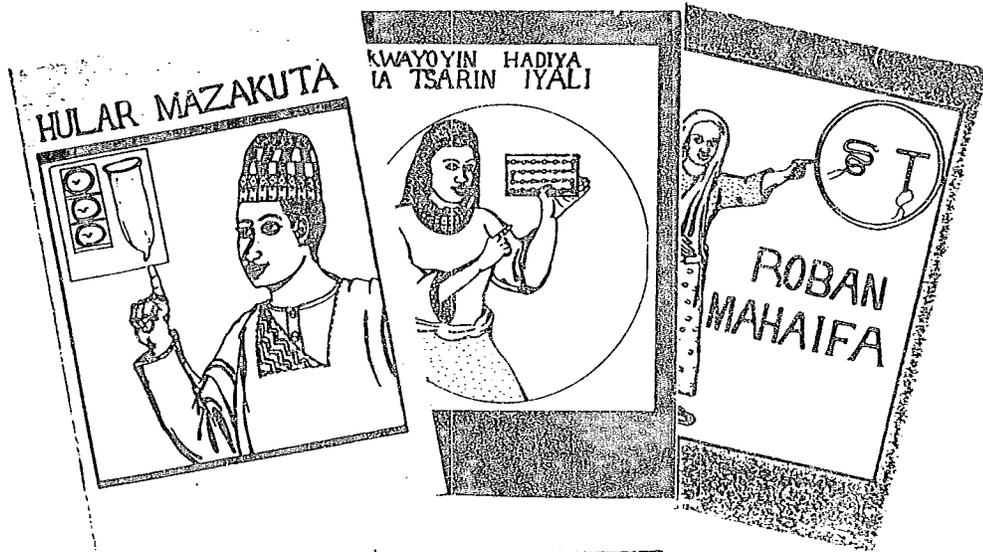
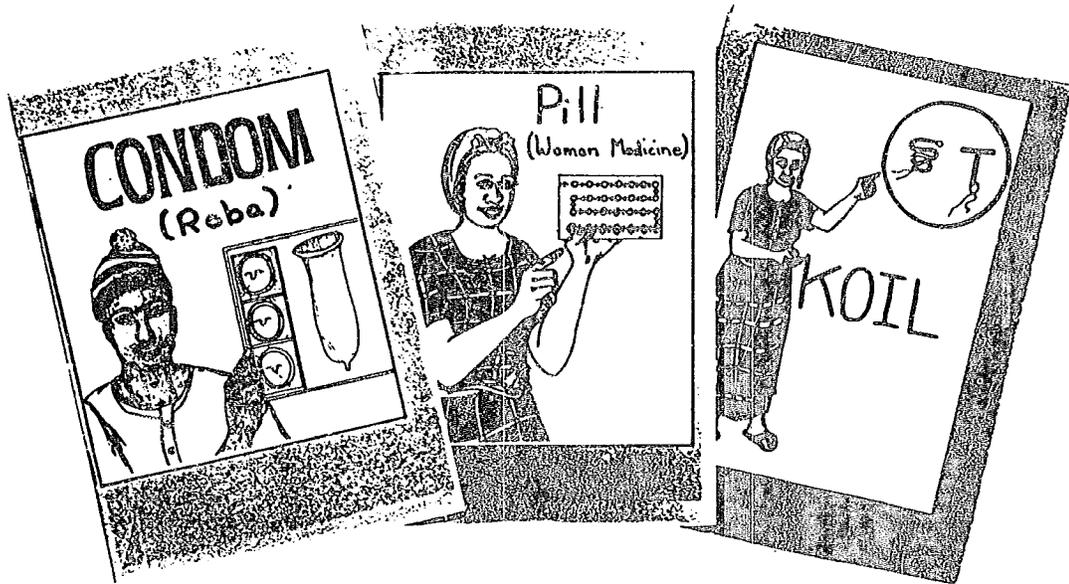
With the assistance of JHU/PCS, PPFN is undertaking an evaluation of the Yoruba print materials to determine their impact on clients and staff, as well as on the public's overall perception of PPFN. Dr. D. Lawrence Kincaid, JHU/PCS consultant, visited Nigeria in August 1985 to assist in developing the evaluation protocol.

The project was extended through April 30, 1986 to allow for an evaluation of the impact of the booklets and to assure continued distribution.

JHU/PCS representatives visited PPFN a total of eight times during the year for purposes of project monitoring and technical assistance.

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A second client materials project to develop and distribute pictorial booklets on female voluntary surgical contraception has been developed with the Fertility Research Unit of the University of Ibadan. The booklets will be produced in Yoruba, Hausa, Ibo and English and will be distributed nationally to clinicians and



In collaboration with the Planned Parenthood Federation of Nigeria and with PIACT assistance, 215,000 copies of booklets on the pill, condom and IUCD, produced in Hausa, Ibo and Pidgin English, were produced and distributed throughout Nigeria. An additional 110,000 booklets in Yoruba, printed in FY1984, were distributed by PPFN.

health centers. This project (PCS number AF-NGA-04) is expected to start in January 1986.

#### Broadcasters Orientation to Family Planning (CP)

The Nigerian participants in the URTNA workshop formed a planning committee for a National Radio/TV Workshop for broadcasters and family health experts from the major broadcasting zones. PPFN has submitted a proposal to JHU/PCS for this workshop, which would be co-sponsored by PPFN, the Ministry of Health, the Federal Radio Corporation of Nigeria, the Nigerian Television Authority and the Ministry of Information. This project (PCS number AF-NGA-05) is expected to start in January 1986. The workshop is planned for May 1986.

#### Population Awareness among Policymakers and Elites (CP)

In order to educate policymakers and elites to the effects of rapid population growth on Nigeria's socio-economic development, family planning leaders have requested JHU/PCS to assist in the production of a documentary based on the RAPID presentation for Nigeria. The documentary would be made on videotape for broadcast by national and regional TV and for transfer to 16mm film for use in group meetings. Discussions have been held with the Nigerian Television Authority and the Federal Ministry of Information, and it is hoped that the project (PCS number AF-NGA-09) could start by mid-1986.

#### Anambra State (CP)

In order to increase public awareness of family planning in Anambra State, JHU/PCS, in consultation with local family planning leaders, developed a proposal with the Nigerian Television Authority/Enugu to produce a 26-week TV series to promote health and family planning. The episodes would be broadcast 30 minutes weekly and could be loaned to other states for broadcast. This project (PCS number AF-NGA-08) is expected to start in March 1986.

#### Imo State (CP)

To promote family planning among women and support the expansion of family planning services, a broad IEC project involving multiple audiences and media has been developed with the Imo State Ministry of Health. Project components include: a workshop to promote women's participation in family planning; a 26-week radio soap opera; two posters; flyers and banners to promote the radio show; and durable cue cards to be used by nurses in counseling clients. This project (PCS number AF-NGA-06) is expected to start in January 1986.

#### Kwara State (CP)

The Kwara State Ministry of Health officially launched its Family Planning Campaign June 27, 1985, the first such activity ever to be held in Nigeria. Journalists and broadcasters representing major newspapers and TV and radio stations covered the event. To promote the campaign as well as to inform the public of family planning messages, one TV spot (aired daily) and four radio spots (two in Yoruba and two in English, aired twice per week) were broadcast one week prior to the opening ceremonies. The frequency of radio broadcasting continued for three months. A newspaper ad for the Nigerian Herald was circulated weekly as well. (See project summary AF-NGA-01 for more details.)

Project Summary

**PROJECT TITLE/NUMBER:** Kwara State Family Planning Campaign (AF-NGA-01)

**GRANTEE:** Kwara State Ministry of Health (MOH)

**PROJECT DURATION:** April 1, 1984 - March 31, 1986

**PROJECT BUDGET:** \$86,947

**CUMULATIVE EXPENDITURES:** \$23,862.89

The purpose of this project is to provide FP information in the context of childcare and parental responsibility in order to increase the number of FP acceptors in Kwara State. Radio spots, TV spots, newspaper ads, posters and visits by fieldworkers inform the general public to contact MOH clinics for services or more information. On June 27, 1985, the Kwara State Ministry of Health conducted the opening ceremonies of the first state-wide family planning campaign in Nigeria, utilizing broadcast and print media developed under this project to publicize the event. Four radio spots on FP and health began airing twice a week for three months. A TV spot began airing daily in July as well. As of September 1, 1985 the four radio spots had been aired 169 times and the TV spots about 30 times. In addition, a newspaper ad was placed in a weekly for a six-week period. Four additional TV spots were developed and will be aired from October 1985 to February 1986. A second newspaper ad was also developed and will be printed in early 1986.

These efforts seem to have caused a recent surge in FP acceptors in the state. Statistics for the July-September reporting period show 1,444 new FP acceptors in the State. This is a 123 percent increase in the number of new acceptors over the previous quarter.

The Centers for Disease Control (CDC) will assist JHU/PCS and the Kwara State MOH in November 1985 to establish a system to analyze clinic data in order to evaluate the FP communication campaign.

JHU/PCS representatives visited the Kwara State MOH seven times during the year to monitor project activities and to provide technical assistance.

### Ogun State (FM)

With JHU/PCS funding and technical assistance, the Ogun State Ministry of Health has conducted a variety of successful activities, including a state-wide FP campaign which was officially launched July 1, 1985. In support of the launching in the capital city of Abeokuta, 2,150 copies of four types of posters were produced using the silk-screen process; each poster conveyed a different message on the benefits of planning one's family. During the launching, the Governor of Ogun State donated ₦25,000 to the state family planning program; a portion of this paid for TV and radio air time. The traditional King, Alake of Egbaland, as well as the Commissioner of Health and other high officials participated in the opening ceremonies. A 30-minute TV documentary on family planning was aired in Ogun July 1; a one-hour TV drama with a family planning theme was aired July 2. This drama was aired several times thereafter. Three radio spots, one TV spot, and two family planning songs with Ewi music and dancing were repeatedly aired during the week-long opening ceremonies. The USAID Affairs Officer reports that since the opening ceremonies, there has been a significant increase in the number of new acceptors at FP clinics.

JHU/PCS also provided megaphones for the nurses to use in their market visits to recruit new acceptors.

The Ogun MOH activities were funded by JHU/PCS through purchase orders, rather than through a formal subagreement, in order to expedite the materials development process. Approximately \$10,620 has been spent to date.

### Ondo State (CP)

In order to promote public discussion of family planning, the Ondo State School of Health Technology has requested JHU/PCS support for a 26-week radio series on health and family planning issues. Each 30-minute show would include a drama and a question and answer period. Two posters and flyers would be developed to promote the radio show. The radio program will be linked to village health committees in all 18 districts of the State and five market women's associations around Akure, the capital. The Ministry of Health and Ondo State Radiovision Corp. would assist in program production. This project (PCS number AF-NGA-07) is expected to start in March 1986.

### Oyo State

The Nigerian Television Authority/Ibadan has requested JHU/PCS assistance to produce TV comedy and drama programs on family planning for Yoruba-speaking areas. Commercial support would be sought for the programs on the basis of pilot shows funded by JHU/PCS. JHU/PCS is awaiting submission of a formal proposal.

### Plateau State (CP)

Plateau State was selected as the site for an intensive IEC campaign linking mass media and interpersonal approaches due to its existing clinic network, the strength of the PPFN state branch, and the excellent cooperation between government and private agencies working in family planning. In order to determine the most effective message content, media outlets and audience outreach methods, JHU/PCS and PPFN decided to adopt a careful materials

development process involving pretesting and review by an expert committee and to hire an advertising company to develop materials and make media placements. With technical assistance from PPFN/Lagos and JHU/PCS, PPFN/Plateau State completed a mini-KAP baseline survey. A Project Advisory Committee in Jos has been established to review all materials to be developed for the predominantly Hausa region. PAL Nigeria Ltd., an advertising agency based in Lagos, was selected to conduct the campaign. To date, two posters, two leaflets, two booklets and one newspaper advertisement have been developed and were approved by the Advisory Committee with minor revisions. Scripts for the radio spots have also been submitted to the Advisory Committee. (See project summary AF-NGA-03 for more details.)

JHU/PCS hopes that the knowledge gained through implementation of this campaign regarding the most appropriate strategies, messages and media mix will be helpful to other states.

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### Project Summary

PROJECT TITLE/NUMBER: FP Communication Campaign in Plateau State (AF-NGA-03)

GRANTEE: Planned Parenthood Federation of Nigeria (PPFN)

PROJECT DURATION: January 1, 1985 - December 31, 1986

PROJECT BUDGET: \$245,209

CUMULATIVE EXPENDITURES: \$32,527.17

The purpose of this project is to increase awareness and positive attitudes about family planning through a multimedia state-wide campaign in Plateau which consists of advertising and interpersonal communication components. PAL Nigeria Ltd., an advertising agency based in Lagos, was selected to pretest and produce radio spots, print ads, leaflets, posters and booklets. An Advisory Committee has been established in Jos to review and approve all materials produced by PAL.

JHU/PCS Consultant Gerald Hursh-Cesar, visited the project in late July to assist in setting up an evaluation component and establish the basis for conducting a mini-KAP baseline survey. The survey was conducted in September and October, and a report has been submitted to JHU/PCS.

To date, two posters, two leaflets, two booklets and one newspaper advertisement have been developed and were approved by the Advisory Committee with minor revisions. In addition, scripts for the radio spots have been submitted to the Advisory Committee. Two booklets are also planned.

Although the campaign will be designed specifically for Plateau State, it will be possible to use several of its components (especially overruns of the print

material) in other Hausa-speaking areas, and even nationwide in the case of English-language materials.

JHU/PCS representatives visited PPFN a total of eight times during the year for the purpose of project monitoring and to provide technical assistance.

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### Senegal (TA)

During FY1985, JHU/PCS conducted three technical assistance visits to Senegal to assist the USAID-funded Family Health Project of the Ministry of Social Development in the development of print materials. Scott Wittet of PIACT conducted focus group studies and helped to develop five draft booklets for low-literacy audiences on family planning methods. A principal goal of these technical assistance visits was to train the staff in the methodology of developing and pretesting appropriate print materials. To date, one booklet has been finalized. (Project activities were disrupted by the signing of a new AID bilateral project and overseas training of the two IEC directors.)

Radio and TV producers from the Office de Radiodiffusion Télévision du Sénégal (ORTS) and representatives of the Ministry of Social Development have expressed interest in developing new broadcast programs in family health. These programs would be funded from the new AID bilateral project. In order to assist them in program design and production planning, JHU/PCS, in conjunction with AED, is planning a study tour to Mexico's Televisa production facilities in early 1986.

### Sierra Leone (TA)

In March 1985, Maxwell S. Senior, JHU/PCS Regional Program Coordinator, visited Sierra Leone to assist the Planned Parenthood Association of Sierra Leone (PPASL) in IEC program planning. This involved outlining steps that PPASL may take to strengthen its outreach program. Among the recommendations were the development of a slide/tape series on the benefits of FP and on contraceptive methods, to be shown to clinic patients while waiting for services. Senior also recommended that PPASL develop a booklet on male responsibility and reprint existing booklets on the Pill, the condom and foam for wider distribution. PPASL is preparing a project proposal for JHU/PCS review.

### Somalia

In October 1984, JHU/PCS consultant Sylvie Cohen completed an inventory of resource organizations and developed a listing of the roles and responsibilities of the various agencies and individuals working in family health IEC. JHU/PCS also identified a consultant who had previously worked with JHU/PCS to conduct a baseline survey of socio-cultural characteristics that may affect IEC message development; the consultant was hired directly by the AID Mission. This baseline study has been highly acclaimed and can serve as a model for this type of analysis in other countries.

JHU/PCS also assisted the AID Mission in the identification of appropriate candidates to assist the Curriculum Development Centre to develop materials on

FP and to develop an IEC strategy. An in-country consultant was later identified. The AID Mission in Mogadishu further requested JHU/PCS assistance in the acquisition of information on AV mobile units. Two manuals on cost, design and availability of AV mobile units, as well as materials on Thailand's experience with AV mobile units, were sent in May 1985. As a result of these materials, the Mission decided not to pursue acquisition of AV mobile units.

In August 1985, the AID Mission requested JHU/PCS to conduct an IEC workshop on mass media and principles of communication for approximately 20 participants from five Somali organizations. This workshop was held on November 23-28, 1985.

Because JHU/PCS is also a subcontractor to University Research Corporation in the four-year Somali Family Health Project, JHU/PCS will be closely involved through that mechanism in assisting the Somali family planning IEC program.

Two staff members of the Somali Family Health Care Association (SFHCA) participated in the Arab World Communication Workshop conducted by JHU/PCS in July - August 1985.

### Sudan (CP)

In order to provide basic information on the benefits of family planning and on use of contraceptive methods, JHU/PCS with the assistance of PIACT developed a project with the University of Khartoum to produce two booklets for current and potential family planning clients and two booklets for fieldworkers. (See project summary AF-SUD-01 for more details.)

At the request of the Sudan Fertility Control Association, JHU/PCS provided background materials on IEC program planning, and Joan Haffey of PIACT visited the SFCA IEC Coordinator during a March 1985 visit. Both the SFCA IEC Coordinator and the Sudan Family Planning Association IEC Director attended the Arab World Communication Workshop conducted by JHU/PCS in July-August 1985.

Project Summary

PROJECT TITLE/NUMBER: Print Materials on Family Health (AF-SUD-01)

GRANTEE: Sudan Community Based Family Health Project (SCBFHP)  
 Department of Community Medicine  
 University of Khartoum

PROJECT DURATION: March 1, 1985 - February 28, 1986

PROJECT BUDGET: \$38,940

CUMULATIVE EXPENDITURES: \$2,832.61

The purpose of this project is to increase the knowledge and awareness of the benefits of family planning among potential users and health outreach workers in north Sudan. To achieve this, print materials for mainly illiterate clients--one on oral contraceptives and one to increase the awareness of potential users in respect to the benefits of child spacing--will be developed. Two related print materials will also be developed for fieldworkers. All materials developed will be presented in the Islamic context.

Booklet development was initiated in March 1985 during a PIACT visit. Materials for these booklets have been pretested, and bids for printing have been submitted to JHU/PCS. Due to internal problems in the Sudan, project activities have been delayed. Joan Haffey of PIACT made two trips to Sudan to develop and monitor the project. Project Director Dr. El Tom visited JHU/PCS in June 1985 and expressed interest in expanding the project to include radio and a research component. A visit by JHU/PCS Regional Program Coordinator Maxwell S. Senior in late 1985 is scheduled to review and revise the project work plan, if necessary.

Swaziland (TA)

At the request of USAID/Mbabane, JHU/PCS Regional Program Coordinator Wilma H. Lynn visited Swaziland in March 1985 to assess the need for assistance to the Family Life Association of Swaziland. Following a review of the FP/IEC activities of FLAS and the Ministry of Health, Lynn recommended that closer coordination between the two agencies be encouraged and that planned activities be implemented before new projects are undertaken. In March 1985, JHU/PCS provided FLAS with \$425 to conduct a baseline survey on the knowledge, attitudes and practices of Swazi adolescents in a small study area. The survey findings will be used to support the FLAS family life education program.

## Uganda (NA,TA)

In response to a Ministry of Health request for assistance in identifying and developing IEC projects for the MOH Health Education Unit, JHU/PCS Regional Program Coordinator Wilma H. Lynn and AED consultant Nicholas Dondi conducted a partial needs assessment for Uganda in February 1985. While this needs assessment covered the FP IEC activities of both government and private agencies, it is considered partial because the JHU/PCS team was unable to travel outside of the main cities due to travel restrictions and therefore did not obtain first-hand information on the field structure of the MOH and the Family Planning Association of Uganda.

The JHU/PCS team also provided assistance to the MOH in development of an IEC strategy and a plan for the training of health educators. Follow-up visits have been postponed due to the AID prohibition on travel to Uganda.

## Zaire (TA)

In support of the two AID-funded family planning/primary health care projects--SANRU and the Urban Family Planning Project--and the Comité National de Naissances Désirables, the local IPPF affiliate, JHU/PCS has provided ongoing technical assistance. In FY1985, JHU/PCS consultant Benedict Tisa helped the three agencies to develop a national family planning logo, clinic signs, booklets on family planning methods, coloring books and a flipchart. Tisa's work was structured to provide training to the IEC staffs in pretesting, focus group and design methodologies. A follow-up visit is planned for early 1986.

## Zambia

During FY1985, JHU/PCS received requests for technical and financial assistance from the Planned Parenthood Association of Zambia and the Family Life Movement of Zambia. Both requests have been deferred due to lack of travel approval by the AID Mission and JHU/PCS funding constraints. IEC reference and sample materials and films were sent to the PPAZ.

## Zimbabwe (TA)

In continued support to the Zimbabwe National Family Planning Council (ZNFPC), JHU/PCS staff and consultants conducted four technical assistance visits during FY1985: 1) Diana Fussell of PIACT assisted in the preparation of five booklets, arranged for ZNFPC materials to be included in adult literacy programs, and planned other print materials; 2) JHU/PCS Project Director Cynthia P. Green and JHU/PCS Regional Program Coordinator Wilma H. Lynn reviewed the work of the IEC unit, planned for future technical assistance and made recommendations on IEC program planning; 3) Wilma Lynn assisted in updating ZNFPC's IEC plan for 1985-90 for inclusion in a new AID Project Paper; and 4) JHU/PCS consultant Billy Mutta advised on production of a film on the work of the ZNFPC, including preparation of a shooting schedule, supervision of the film company and identification of local facilities for film transfer to video. The highly specialized JHU/PCS inputs into ZNFPC's IEC program have resulted in more effective program planning and in improving the ability of ZNFPC's IEC staff to use commercial IEC resources.

The ZNFPC IEC program, which combines several multimedia initiatives with an extensive interpersonal outreach program, could well serve as a model for

other African countries. At the suggestion of JHU/PCS, IEC leaders from Swaziland visited Zimbabwe in late 1985.

## Overview

During the third year of the JHU/PCS project, three new country projects (Bolivia, Brazil and a regional project) started in the Latin America region, and plans for two new projects in Brazil and Mexico were developed. Two projects (Colombia and Costa Rica) ended during the year. JHU/PCS representatives travelled to 12 countries and provided technical assistance to three countries--Ecuador, Haiti and Peru. A partial needs assessment for Jamaica was conducted, making a total of six needs assessments completed for the Latin America region to date. Six national meetings and workshops were conducted during FY1985.

## Regional Strategy

JHU/PCS has concentrated on the needs of special audiences in Latin America. The strategy is:

- To develop innovative ways to reach young people with information on life planning and responsible sexuality;
- To explore ways to involve men, especially young men, in family planning;
- To support community outreach and clinic programs in rapidly growing urban areas by means of coordinated promotional mass media campaigns and information materials for clients;
- To test various ways of reaching low-income couples of childbearing ages with information on family planning and availability of family planning services and supplies;
- To influence policymakers, journalists and other elites to increase their awareness of population/family planning issues and to encourage support for action programs to address these issues;
- To provide training materials for health personnel in family planning and family planning counseling; and
- To foster collaboration and sharing of IEC skills and materials among organizations in various countries.

## Regional Young People's Project (CP)

Arising from the AID Latin America Bureau's interest in developing mass media materials that could be used throughout Latin America, JHU/PCS Regional Program Coordinator Patrick L. Coleman developed a project to produce broadcast materials targeted at young people. The project was designed to use popular media to promote responsible decisionmaking regarding sexual behavior among Latin American youth. Fuentes y Fomento Intercontinentales (FFI), a



Tatiana and Johnny, two popular Latin American recording artists, were selected to make two songs as well as music videos promoting responsible decision making among young people.

Mexican marketing firm, was selected to produce two songs using two popular male and female singers. Two music videos, four radio spots and four television commercials will be produced by FFI and will be distributed to 11 Spanish-speaking countries in the region. The record album jacket and the taglines of the radio and TV spots will provide information on the location of national organizations that provide information, counseling and/or health services for young people. (See project summary LA-MEX-02 for more information.)

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Project Summary

PROJECT TITLE/NUMBER: Communication for Young People in Latin America (LA-MEX-02)

GRANTEE: Fuentes y Fomento Intercontinentales (FFI)

PROJECT DURATION: June 1, 1985 - May 31, 1986

PROJECT BUDGET: \$240,000

CUMULATIVE EXPENDITURES: \$62,000

The purpose of this project is to increase awareness among young people in Latin America of the importance of responsible parenthood to their own personal development. To achieve this, media messages have been developed and will be broadcast throughout Latin America. Major project outputs include:

- a two-sided 45RPM record;
- two music videos of the songs; and
- television and radio spots incorporating the messages of the songs.

FFI will work to insure that the product (message) is actively marketed throughout the region. JHU/PCS will identify organizations that work with young people in each country so that they may use this project to promote their own activities.

This regional project was initially scheduled to be executed by RCA/Mexico, but in December, 1984, RCA notified JHU/PCS that they would be unable to enter into a contract to implement the project. After extensive discussions with Mexican media representatives, Fuentes y Fomento Intercontinentales (Intercontinental Sources and Development--FFI), a marketing and production company, was selected to coordinate this project.

During fiscal year 1985, the following activities were completed:

- selection of the artists;
- selection of the messages (songs);
- recording of the songs; and
- production of the music videos.

Two of the most popular singers in the region, Johnny and Tatiana, recorded the songs and music videos which will be commercially marketed to 11 countries throughout the region. After the initial marketing phase, the materials will be broadcast with a tagline from the local organizations which provide orientation and guidance for young people. In this way, the message will be directly linked to a location where youth can go for information, counseling or health services.

Work was begun on the radio and television advertisements, and the marketing plan. The record jacket artwork was completed in September. The tragic earthquake which struck Mexico in mid-September caused the launch of the project to be delayed until January 1986.

A major recording company has expressed interest in using the materials on the female artist's next LP and is willing to enter into a commercial contract to promote the songs. This possibility will open the door for much greater exposure of the message of youth responsibility.

During FY1985, JHU/PCS representatives made three technical assistance visits, in addition to a trip to Los Angeles to monitor the recording sessions.

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### Other Regional Activities

During FY1985, JHU/PCS distributed a booklet on natural family planning, developed by PIACT after extensive audience research and pretesting in Mexico, to more than 30 organizations throughout Latin America. As a result of this initial mailing, more than 1,000 copies of the booklet were requested, and JHU/PCS received a number of requests for assistance in developing local adaptations of the booklet, including a Portuguese version for Brazil. Due to JHU/PCS funding constraints, these requests were forwarded to the Institute for International Studies in Natural Family Planning at Georgetown University.

To follow up on the August 1983 Latin America Regional Meeting held in Quito, Ecuador, JHU/PCS distributed a questionnaire to all participants to determine whether they had applied the key points to their work. The results showed that a majority of those who responded to the questionnaire did subsequently incorporate research findings into their materials design and pretesting and had made greater use of commercial agencies for materials production after the Quito meeting. Many participants expressed interest in attending a second meeting; unfortunately, plans for this meeting have been put on hold due to funding constraints. The respondents are most interested in further discussing media relations and communication research.

## Bolivia (CP)

In Bolivia, JHU/PCS is supporting the first national family planning campaign in the country's history, through a project with the Centro de Orientación Familiar (COF), the IPPF affiliate. The project addresses three audiences: 1) adults living in urban areas, to inform them of the availability of family planning services; 2) family planning clients, to inform them of the various contraceptive methods and their correct use; and 3) opinion leaders to inform them of the relationship between population growth and socio-economic development and the need for expanded family planning services. In order to foster collaboration on strategy planning and participation in the materials development process, an inter-institutional commission of several private-sector family planning associations has been established. This marks the first joint effort in the history of the family planning movement in Bolivia. By involving the various FP agencies in the early stages of the IEC campaign, JHU/PCS hopes to promote wider use of the materials produced by COF and, in time, cooperation on other ventures in the family planning field. (See project summary LA-BOL-01 for more details.)

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### Project Summary

PROJECT TITLE/NUMBER: Family Health IEC (LA-BOL-01)  
GRANTEE: Centro de Orientación Familiar (COF)  
PROJECT DURATION: November 1, 1984 - October 31, 1986  
PROJECT BUDGET: \$110,250  
CUMULATIVE EXPENDITURES: \$15,388.57

The purpose of this project is to support a mixed media communication campaign designed to promote family planning and offer service information to urban populations in several Bolivian cities. This project represents the first systematic IEC effort to promote family planning in Bolivia. Radio, print materials and audio cassettes on buses will be used to inform couples of reproductive age about the benefits of family planning and the availability of family planning services.

Another element of the project is a series of 10 seminars for community and professional leaders in Bolivia's major cities to inform them of the impact of population growth on Bolivia's socio-economic development and to enlist their support for family planning programs. Each seminar will address a different aspect of family planning and focus on its relationship to important social development issues, such as economics, demography and health care. Leaders from each of these sectors will be invited to participate. The seminars began in September and will continue on a monthly basis until June. The participants who attended the first seminar on population and economic development were very enthusiastic and expressed interest in attending all future seminars.

To date, six audience research studies have been completed and analyzed. Each study focused on a different target audience and assessed attitudes and behavior regarding family health, contraception, clinic utilization, and media preferences. This information served as the basis for the development of a communication strategy. In addition, four leaflets (on the IUD, the pill, barrier methods, and NFP) were drafted and initial pretests were carried out on the four leaflets. Six poster drafts were developed, portraying responsible parenthood and specific family planning messages. Five versions were chosen for further modification and pretesting. The first poster will appear in a calendar format for 1986.

IEC staff members Nancy Castellon and Omar Llano visited JHU/PCS-funded projects in Mexico and Honduras in April/May 1985 to observe various facets of their IEC work. The COF communication staff gained expertise in research methodology techniques and communication strategy design. COF's IEC staff has also been trained in the print materials development process and in pretesting materials with representatives of the target audience.

Seven technical assistance visits were made by JHU/PCS representatives during FY1985: JHU/PCS Regional Program Coordinator Patrick L. Coleman (2), Oscar Viganó of AED (1), consultant Michael Stokes (1), JHU/PCS consultant Leonel Valdivia (1), Nancy Newton of PIACT (1), and PIACT consultant Lucia Ferraz-Tabor (1).

Full project implementation has been hindered due to internal unrest in Bolivia and the unstable economic situation.

\* \* \* \* \*

### Brazil (CP)

In Brazil, JHU/PCS is supporting a project with the Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) to develop print and audio-visual materials for family planning users, potential users, promoters and community leaders. The project is designed to provide basic information on family planning and specific contraceptive methods and to increase public support for family planning, especially among community leaders. A complete set of basic family planning materials will be developed and distributed through ABEPF's 150 affiliates nationwide. (See project summary LA-BRA-01 for more details.)

A second project, to produce five films on family planning and family health concerns for viewing by rural and small town residents in northern Brazil, was submitted to JHU/PCS by the Sociedad Civil Bem Estar Familiar no Brasil (BEMFAM). Implementation of this project has been put on hold, pending AID/W decisions regarding future funding levels.

Project Summary

PROJECT TITLE/NUMBER: Basic IEC Materials (LA-BRA-01)

GRANTEE: Associação Brasileira de Entidades de Planejamento Familiar (ABEPF)

PROJECT DURATION: April 1, 1985 - July 31, 1986

PROJECT BUDGET: \$143,818

CUMULATIVE EXPENDITURES: \$22,017.66

The purpose of this project is: to motivate and inform current and potential users of family planning services about the benefits and risks of each method and their proper use; to train promoters in the use of IEC materials; to orient the general public regarding the availability of family planning services in the community; and to educate key public opinion leaders in the demographic, health and social benefits resulting from widely-available family planning services. To achieve this, ABEPF will develop a complete set of basic family planning IEC materials which will be utilized among its more than 150 affiliates nationwide.

The materials to be developed will include a variety of print materials (leaflets, posters, flipcharts, training manuals) and audio-visual presentations for users, potential users, promoters and community leaders. The promoters will attend regional training sessions on how to utilize these materials appropriately.

To date, ABEPF has established a communication team comprised of a service delivery specialist, a research specialist and a media specialist to manage the project. The team was trained in research methods such as: focus group discussions, informal soundings, observations and interviewing. In addition, base-line research which was conducted in six locations throughout Brazil formed the basis for a communication strategy which pinpointed specific messages and materials for each of the four target audiences. Materials development, based on the communication strategy, should commence in early 1986.

Four technical assistance visits were made to ABEPF in FY1985--three by Patrick L. Coleman of JHU/PCS and one by P!ACT Consultant Lucia Ferraz-Tabor.



Point of purchase materials from condom advertising in Cali, Colombia bear the slogan, "To love responsibly is also a man's concern."

## Colombia (CP)

In order to test the effectiveness of marketing contraceptives by promoting a method in general, rather than specific brand names as is usually done, JHU/PCS, in collaboration with the Futures Group, supported a project with PROFAMILIA, the IPPF affiliate. The project included an intensive advertising campaign on the condom, based in the city of Cali. Radio spots and point-of-purchase materials were developed to promote greater acceptance of the condom among low- and middle-income men under the age of 35 and among married couples. A preliminary analysis of the pre- and post-test results indicates a positive change in men's attitudes and an increase in condom usage. (See project summary LA-COL-01 for more details.)

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### Project Summary

PROJECT TITLE/NUMBER: Generic Condom Promotion and Evaluation (LA-COL-01)

GRANTEE: Asociación Pro-Bienestar de la Familia Colombiana (PROFAMILIA)

PROJECT DURATION: March 1, 1984 - July 31, 1985

PROJECT BUDGET: \$59,871

CUMULATIVE EXPENDITURES: \$55,540.80

The purpose of this project was to determine the effects of mass media, especially radio, on generic promotion of condoms. The project, which was jointly funded by JHU/PCS and the Futures Group, consisted of a generic condom advertising campaign in Cali, the third largest city in Colombia. The campaign supported the social marketing and community-based distribution programs of PROFAMILIA. The Futures Group funded most of the baseline research, campaign design and media production parts of the project, while JHU/PCS funded additional baseline research and transmission of the radio spots, as well as the final evaluation.

The primary target audience was young men (below 35) from lower economic classes with an average of 8.5 years of education. The campaign emphasized men's responsibility in family planning. The responsible man in today's society was portrayed as one who cares about his family's future and wants family members to have the best life can offer.

As part of the campaign, four radio spots were broadcast 3,300 times in five months. Print materials included 800 shelf talkers and 185 display cases which were distributed to drugstores throughout Cali. Both the radio and print materials carried the campaign's slogan, "loving responsibly is also a man's concern."

Important project findings included:

- over 80 percent of the post-survey respondents remembered the condom publicity;
- the number of men who stated that using condoms demonstrated responsibility increased by 8 percent;
- condom purchases increased from 25 percent of those surveyed to 39 percent;
- the number of men expressing satisfaction with condoms increased by 10 percent;
- the number of men who stated dissatisfaction with condoms decreased by 20 percent;
- 71 percent of the men initially surveyed felt that condoms were not for use with permanent partners, but this figure decreased to 52 percent in the post-survey; and
- pharmacists reported that more women had requested condoms after the publicity campaign had begun and that both men and women seemed less timid when inquiring about condoms than before the campaign had begun.

Two interesting events occurred during the project. The first was suspension of the radio campaign for two weeks by the Ministry of Communication. The Ministry believed that the campaign was offensive to the moral standards of the community. PROFAMILIA, along with its advertising agency TORO Publicidad, was able to demonstrate to the Ministry that the pre-campaign research clearly showed that people were receptive to advertising condoms on the radio and that the word condom was not offensive. The second event was due to the controversy created by the suspension of the radio campaign. The most prominent newspaper columnist in the country visited PROFAMILIA's office to discuss the condom promotion project with them and as a result wrote a satirical newspaper article which ridiculed the Ministry's position and applauded PROFAMILIA's efforts.

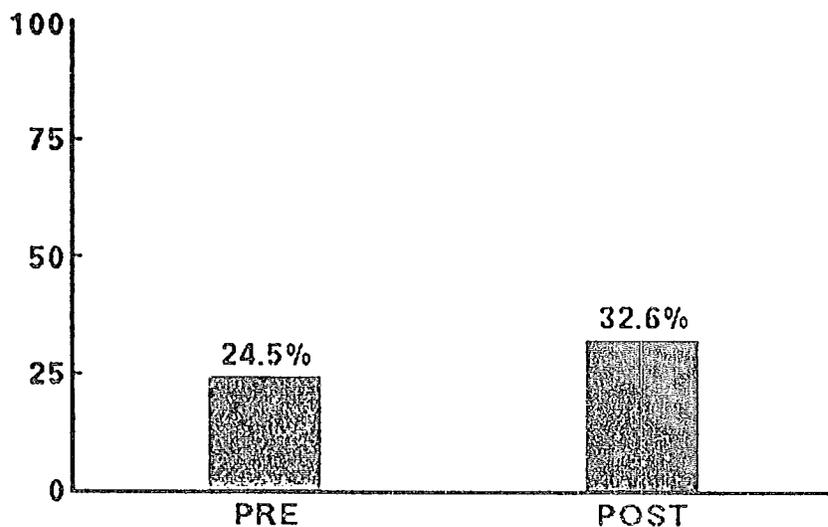
One technical assistance visit was made by JHU/PCS during FY1985; the Futures Group provided additional technical assistance.

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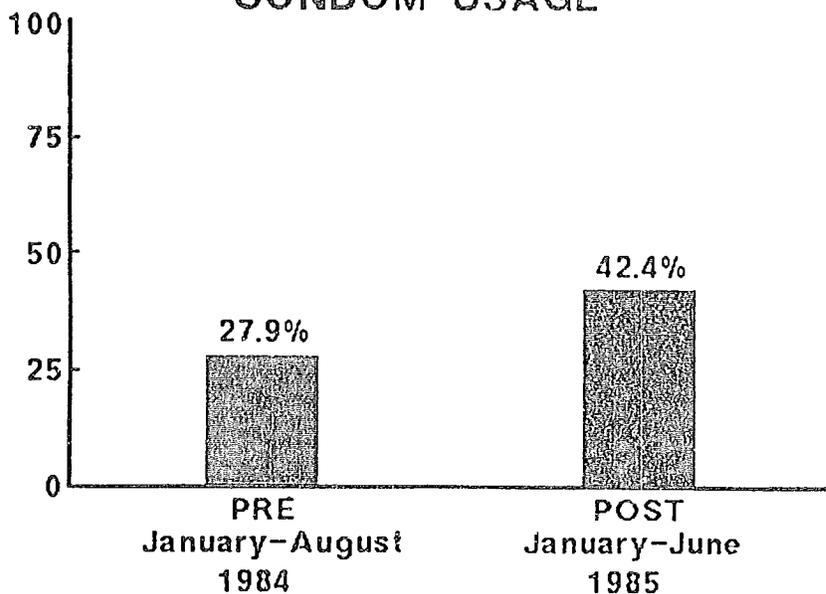
Costa Rica (CP)

In order to expand and improve the family planning content of a highly popular women's program, "Diálogo," JHU/PCS supported a project with the Centro de Orientación Familiar (COF). The challenge was to transform a program that had been on the air for the past 14 years into a livelier, more entertaining and more informative show. With intensive technical assistance from JHU/PCS, the COF staff was able to improve the program's content and production values.

## SPONTANEOUS MENTION OF CONDOMS



## CONDOM USAGE

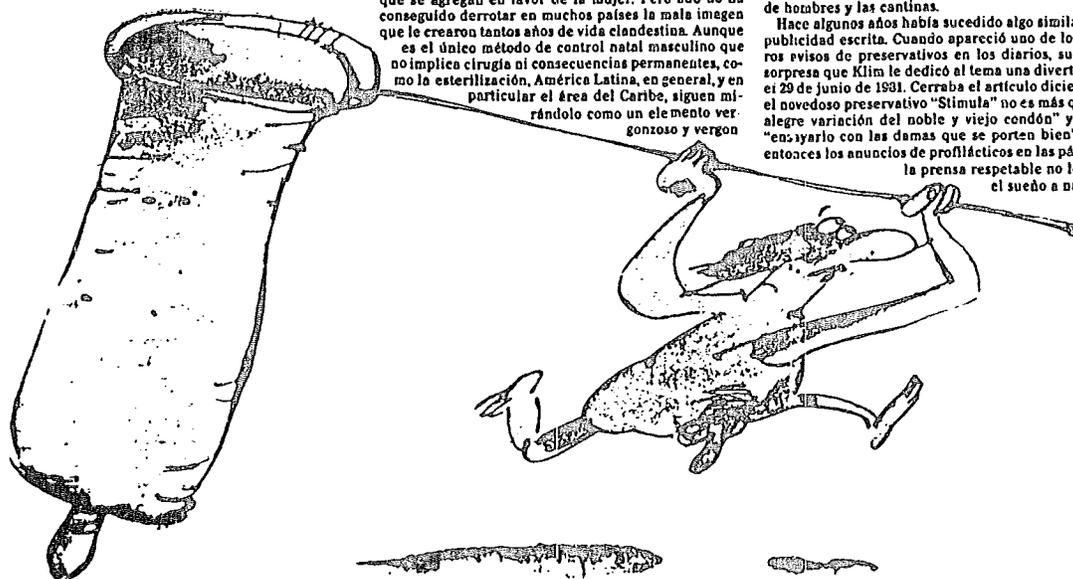


The five-month radio campaign in Cali, Colombia produced an increase in condom awareness and usage and helped to improve the acceptability of condoms among men and women.

## Todo lo que usted quería saber y nunca había osado preguntar sobre el c...

Es el método anticonceptivo más extendido en Japón, Gran Bretaña, Suecia, Finlandia y otros países: Sin embargo, en Colombia sigue siendo mala palabra... como lo demostró un episodio reciente.

Por Daniel Samper Pizaro



Dicen unas versiones que su inventor fue Lord Condom, miembro de la corte de Carlos II de Inglaterra, en 1708. El Rey agradeció este elástico esfuerzo del Lord por evitarle hijos ilegítimos y, en honor suyo —dudoso honor—, bautizó a la pequeña prenda con el apellido del médico inventor.

Otras versiones, posiblemente más ajustadas a la verdad, son menos cortesanías. Ellas indican que desde los tiempos de la antigua Roma se conocían en Europa estos aditamentos fabricados de intestinos de cordero, cuyo fin era evitar la procreación. Lo cierto es que en objetos de arte egipcio se encuentran dibujos de varones equipados con algo muy parecido a lo que se popularizó en Inglaterra a partir del siglo 18. El primer texto en que aparece una alusión al aditamento data de 1594. Un tratado de medicina del anatomista italiano Gabrielle Fallopius, descubridor de las trompas que llevan su nombre en el aparato reproductor femenino, menciona ciertos forros de lino de fíllica forma cuyo propósito es el de proteger al usuario contra las enfermedades venéreas.

El origen etimológico del nombre con que vulgarmente se lo conoce proviene quizás de la palabra latina "condus", que significa recipiente o receptáculo; ésta, a su vez, deriva del término persa "kundu" o "kundu", empleado para designar recipientes de mayor tamaño elaborados con intestinos de animal.

El profiláctico o preservativo, como también se le conoce para evitar su designación popular, se asoció desde un principio con la prevención de venéreas, no con el control de nacimientos. Por eso desde un principio anduvo en malas compañías. Hasta 1730 era elemento conocido en las casas de lenocinio y puertos europeos. En la segunda mitad del siglo 18 ya se utilizaba para prevenir embarazos. El legendario Casanova, que algo sabía de estas artes, menciona el aparato en sus memorias; y aunque lo reconoce su utilidad contra enfermedades del amor y contra preñeces indeseadas, no se muestra muy entusiasmado con su empleo. Tal vez tenía que ver con el hecho de que los primeros preservativos, por ser fabricados de membranas animales, no ofrecían la seguridad y confiabilidad que hoy ofrecen.

Fue la vulcanización del caucho la que dio nueva vida al profiláctico. Los primeros prototipos de caucho para los fines descritos aparecieron hace cerca de un siglo. Eran mucho más baratos que los de intestino de cordero y su uso se extendió. Sin embargo, no era todavía un perendengue muy seguro. Se calcula que las tres cuartas partes de los profilácticos de caucho que se vendían al comenzar el siglo eran defectuosos. Hasta 1930 se desarrolló el proceso del látex (savia del árbol del caucho concentrada y estabilizada) y ello permitió mejorar notablemente la calidad de los preservativos. Ya no solo eran más seguros y duraderos, sino más delgados y elásticos.

Desde entonces ha transcurrido más de medio siglo. El profiláctico ha logrado enormes avances tecnológicos en lo que hace a su resistencia, finura y otros atributos que se agregan en favor de la mujer. Pero aún no ha conseguido derrotar en muchos países la mala imagen que le crearon tantos años de vida clandestina. Aunque es el único método de control natal masculino que no implica cirugía ni consecuencias permanentes, como la esterilización, América Latina, en general, y en particular el área del Caribe, siguen mirándolo como un elemento vergonzoso y vergon

sante cuyo nombre no debe pronunciarse en pública.  
**Cuñas potémicas**

Una prueba de fuego, de la cual salió sin embargo triunfador, tuvo hace poco la imagen del preservativo en Colombia. Profamilia, distribuidora catalana del aparato en todo el país, preparó unas cuñas radiales que se lanzaron al aire en Valle del Cauca a fines de 1934. Los comerciales eran del siguiente tenor:

—Hola, don Victor, ¿qué tal la droguería?  
—Bien, Juan, ¿cómo le va en el taller?  
—Progresando. Cuando uno sabe hacer las cosas, todo le sale bien.

—Me alegro, ¿qué le trae por aquí?  
—Vengo por unos condones. Porque lo que uno va logrando en la vida hay que cuidarlo. Por eso soy precavido.

—Señorita: alcánceme unos preservativos, por favor. Síga así, Juan, que hombres como usted llegan lejos.  
Empleada: Aquí los tiene, señor.

—Gracias, nos vemos.  
Empleada: Es un hombre de carácter, ¿cierto don Victor?

—Sí señora.  
Locutor: ¡Seguro! Amar con responsabilidad es también cosa de hombres. Un mensaje de Profamilia.

Juan es el protagonista de varias cuñas más, en que la palabra "condón" se pronuncia con todas sus letras. Es unas cuñas, varias voces femeninas lo admiran porque comparte la responsabilidad del control de la familia con su señora. En otra lo promueven a capataz porque "es un hombre de verdad, responsable en todo: en el trabajo, en el hogar y en el amor". El mensaje final es siempre parecido: "Fídelo como quiera: condón o preservativo, porque amar con responsabilidad también es cosa de hombres".

La campaña tiene por objeto, de una parte, despojar al preservativo del morboso misterio que lo encubre y, por otra, repartir en la pareja la responsabilidad del control natal.

Oídos pacatos se escandalizaron al escuchar que el condón adquiría carta de ciudadanía a través de la radio y protestaron por las cuñas ante el Ministerio de Comunicaciones. Inicialmente el Ministerio se asustó un poco y ordenó que se suspendiera su transmisión. Pero los promotores de los comerciales apoyaron muy bien su caso. Para empezar, el condón ni siquiera está prohibido por la Iglesia per se. Fuera de eso, su uso es perfectamente legal y médicamente aconsejable en muchísimos casos; además resulta humanamente justo que no recaiga en la mujer la totalidad del control natal. El Ministerio acabó convencido. No solo autorizó de nuevo la emisión de las cuñas, sino que propuso que en otras regiones del país se lanzaran al aire con términos diferentes para poder comparar su efectividad y acogida.

Este año los vallecaucanos escucharán hablar del condón en la radio todos los días. Es la primera vez, quizás, que oyen el término en círculos diferentes a las tertulias de hombres y las cantinas.

Hace algunos años había sucedido algo similar con la publicidad escrita. Cuando apareció uno de los primeros avisos de preservativos en los diarios, suscitó tal sorpresa que Klim le dedicó al tema una divertida nota el 29 de junio de 1931. Cerraba el artículo diciendo que el novedoso preservativo "Stimula" no es más que "una alegre variación del noble y viejo condón" y sugería "ensayarlo con las damas que se porten bien". Desde entonces los anuncios de profilácticos en las páginas de la prensa respetable no le quitan el sueño a nadie. Ya,

Project outputs included 200 radio programs broadcast 572 times and 20,000 booklets addressing four different topics. The number of broadcasts tripled over previous years, and the program won a national prize. With their newly acquired skills in program planning, message design, analysis of audience feedback and evaluation, the COF staff were enthusiastic about the project and developed a solid institutional base for future work. (See project summary LA-COS-01 for more details.)

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Project Summary

PROJECT TITLE/NUMBER: Alternative Educational Radio for Costa Rican Women (LA-COS-01)

GRANTEE: Centro de Orientación Familiar (COF)

PROJECT DURATION: January 1, 1984 - March 31, 1985

PROJECT BUDGET: \$39,724

CUMULATIVE EXPENDITURES: \$39,724

The purpose of this project, the first completed under the JHU/PCS project, was to provide rural, low-income women with information on family planning, responsible parenthood and women in development themes through COF's radio program, "Diálogo." This program has been on the air for more than a decade and is very popular with rural women. In deciding to fund the COF project, JHU/PCS recognized that the format of "Diálogo" needed updating and the content needed to be more varied in order to hold the audience's attention. In addition, because COF is a recognized authority on many topics, print materials were needed to fill the numerous requests for information that COF receives from its listeners.

The project achieved considerable success, meeting and even surpassing the original objectives. The success of COF and JHU/PCS work in this project can be measured by:

- selection of "Diálogo" as the recipient of the first Angela Acuña Brawn National Prize awarded by the National Directorate for Women and Family/Ministry of Culture for radio and television programs for women;
- transmission through five regional stations of more than twice as many "Diálogo" programs during the five quarters of project activity as compared with the previous four quarters (from 509 to 1,110);
- increase of more than one-half in letters received from listeners in early 1985 compared with 1983 (from about 30 per month to about 50) even though postage costs increased by more than 100 percent during the life of the project;

- publication of 114 letters in the press on issues raised by "Diálogo";
- publication of 5,000 copies each of four booklets on the following topics: the condom, female sexuality, natural family planning, and sharing of family household tasks. These were distributed to local organizations, the Ministry of Health, the Costa Rican Social Security Institute, the Costa Rican Demographic Association, the Family Integration Center (only the booklet on NFP) and women who wrote to COF;
- improvement in production values through voice training for announcers, equipment repair and replacement, and engineering techniques;
- improvement in format, style, content, and responsiveness to women's needs through focus group discussions and internal review procedures to evaluate themes and programs before airing; and
- training in formative evaluation and communication research techniques to strengthen COF's continuing efforts as a multi-media communication program for low-income women in Costa Rica.

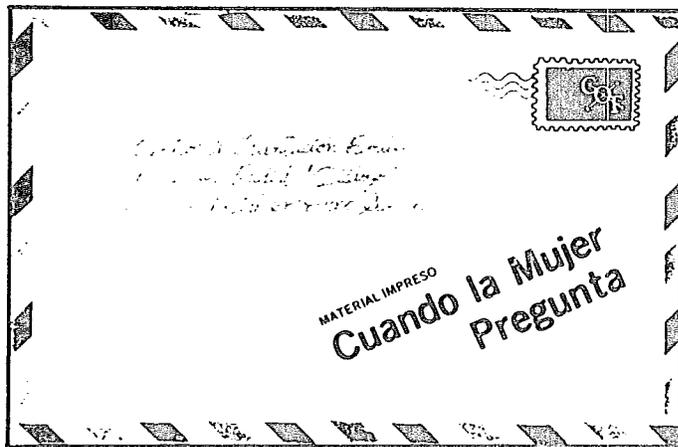
As a result of the assistance received from JHU/PCS, COF enhanced considerably its program "Diálogo" and laid a solid institutional base for effective program planning and evaluation in the future. New emphasis was placed on family planning and women-in-development themes. These themes are appropriate for the target audience of about 300,000 women in rural and urban marginal areas and are consistent with the government's integrated approach on family planning, population and development communication.

During FY1985, JHU/PCS Media/Materials Coordinator Ann B. Jimerson and consultant D. Lawrence Kincaid made technical assistance visits to COF. Five visits were made in FY1984.

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#### Dominican Republic (MW)

At the request of the Consejo Nacional de Población y la Familia (CONAPOFA), JHU/PCS coordinated a one-day communication session in conjunction with a seminar reviewing the results of the Male Contraceptive Prevalence Survey conducted in the Dominican Republic. The two-day seminar, which was held September 26-27, 1985, was organized by CONAPOFA, with funding from UNFPA and Westinghouse Health Systems. JHU/PCS Regional Program Coordinator Patrick L. Coleman opened the communication session by discussing the important role of communication planning in program development and providing examples of male involvement in family planning programs from around the world. Three JHU/PCS-sponsored speakers from Brazil, Colombia and Mexico described male involvement programs in their respective countries. The participants developed a communication plan for targeting men, which was incorporated into the action plan resulting from the seminar.



The Centro de Orientación Familiar project in Costa Rica produced 400 radio programs for women which were broadcast more than 1,000 times, as well as booklets on the condom, natural family planning, female sexuality and sharing of family household tasks. "Diálogo," the radio program, won a national prize for broadcasting.

## Ecuador (TA,MW)

In Ecuador, JHU/PCS has provided selective inputs in support of activities funded under the AID bilateral. At the request of the AID Mission, JHU/PCS Regional Program Coordinator Patrick L. Coleman provided technical assistance to the Centro de Estudios de Población y Paternidad Responsable (CEPAR) on radio programming. The state-owned radio network had offered CEPAR free air time to broadcast radio programs on a regular (weekly or daily) basis. Coleman worked with CEPAR to develop a programming strategy, which included defining the target audiences and possible program themes. The radio transmissions were designed to begin broadcasting from two stations in Quito and then expand to 15 stations throughout the country. The radio programs will be reinforced by audio-visual slide/tape shows in selected maternal/child health centers. Coleman also designed a small recording studio for CEPAR so that CEPAR could produce its own materials.

In March 1985, JHU/PCS sponsored a two-week communication workshop for health educators of the Instituto Ecuatoriano de Seguridad Social (IESS). Two AED staff members and an AED consultant served as seminar leaders. Topics covered included: interpersonal communication, motivational and informational techniques applicable to family planning, production of audio-visual materials, population dynamics, communication theories, and development of communication strategies. During the workshop, the 32 participants produced simple audio and print materials on family planning for use in clinics and community health centers.

## Haiti (MW)

In order to support a major regional outreach initiative of the Health Education Division of the Ministry of Public Health and Population, JHU/PCS has conducted two workshops on IEC program planning and radio production. Participants included regional health educators and program producers from 10 local radio stations. JHU/PCS consultant Philippe Langlois and JHU/PCS Assistant Program Coordinator Joan W. Schubert served as resource persons for the two workshops. The first two-week workshop, held in January/February 1985, provided an IEC orientation to 23 regional health educators. The second two-week workshop, held in September 1985, provided training in radio production to 12 health educators who had attended the previous workshop and 10 program producers from local radio stations. In the time between the two workshops, the health educators had conducted focus group discussions so that messages for radio spots could be developed for their particular regions. A bank of ready-to-air radio spots was developed during the second training session, and now many of the participants have gained the skills and confidence to produce radio programs on their own.

During FY1985, discussions with Action Familiale d'Haiti (AFH) continued regarding AFH's request for assistance in printing a series of booklets on natural family planning (NFP). Consideration of this request had been delayed until Ministry of Public Health and Population approval could be obtained. Due to current funding constraints, AFH's proposal has been referred to the Institute for International Studies in Natural Family Planning at Georgetown University for possible support. JHU/PCS has agreed to provide AFH with funds to reproduce a limited number of booklets for use by NFP counselors.



Twenty-two health educators and radio producers attended the second of two workshops in Haiti designed to help them run health and family planning communication campaigns. Participants developed ready-to-air radio spots.



Family planning communication techniques were the focus of a workshop hosted by the Ecuadoran Social Security Institute. AED staff served as lecturers and resource persons.

## Honduras (CP,MW)

In order to promote a comprehensive, coordinated approach to family planning communication in Honduras, JHU/PCS has supported three projects. The projects with the Ministerio de Salud Pública (Ministry of Health) and the Asociación Hondureña de Planificación de Familia (ASHONPLAFA) are aimed at primarily rural audiences while the Instituto Hondureño de Seguridad Social (IHSS) project targets urban and semi-urban people.

The most extensive communication effort has been carried out by ASHONPLAFA. The materials produced under this project are designed to support the community-based contraceptive distribution program with a multi-faceted, mixed media motivational and education campaign. (See project summary LA-HON-03 for more details.)

The MOH campaign is one facet of the Division of Education's overall maternal/child health campaign which stresses improved maternal health and well-baby care. (See project summary LA-HON-01 for more details.)

At the IHSS, project emphasis is placed on first orienting the IHSS staff to the new family planning program and then extending the IEC efforts to the insured clients. (See project summary LA-HON-02 for more details.)

So far, the JHU/PCS goal of increased coordination among the three agencies has been achieved. An inter-institutional committee, composed of family planning communication specialists from the three organizations, meets on a regular basis to discuss mass media family planning activities. The committee is chaired by Oscar Viganó, an AED staff member resident in Honduras, who encourages the members to share strategy plans and collaborate whenever possible. The participants have considered jointly producing certain materials such as manuals or flipcharts for family planning promoters and distributors.

During FY1985, two seminars were conducted at IHSS, one for program managers and the other for high-level IHSS and government leaders. In each case, JHU/PCS supported consultants from Latin American countries to play major roles in these events. (See project summary LA-HON-02 for more details.)

Project Summary

**PROJECT TITLE/NUMBER:** ASHONPLAFA Radio and Print Materials Campaign for its Rural CBD Program (LA-HON-03)

**GRANTEE:** Asociación Hondureña de Planificación de Familia (ASHONPLAFA)

**PROJECT DURATION:** January 1, 1984 - February 28, 1986

**PROJECT BUDGET:** \$147,600

**CUMULATIVE EXPENDITURES:** \$92,927.31

The purpose of this project is to support a multi-faceted mixed media motivational and educational campaign involving the production and dissemination of radio and print materials for rural people in Honduras in order to inform and educate them about the contraceptives provided through ASHONPLAFA's community based distribution program.

The development of print and radio materials was conducted in a two phase process beginning in two regions of the country, evaluated, and then expanded into all of the other regions of the country. All materials were subjected to thorough pretesting with the target audiences.

A special feature of this project was the use of local radio stations and flyers to promote the local CBD worker in each community. Approximately 500 radio spots were produced to announce the local distributor's name. These promotional spots as well as the original informational spots and jingles were broadcast 80,000 times in FY1985. This promotion has enhanced the prestige of the local CBD workers. Preliminary data show a 5 percent increase in the number of users of the CBD program. This is the first such increase in more than two years.

Several radio programs were developed to combat rumors and misconceptions regarding contraceptive methods. The first two programs focused on fears surrounding the use of oral contraceptives. Each program deals directly with one of the common misconceptions uncovered in the initial baseline research and the midpoint evaluation.

User referral cards were designed and pretested and will be available in early FY1986. The distributors will give the referral cards to users who can pass them on to friends. This is another way to emphasize and enhance the distributor's role and to encourage the extensive network of satisfied workers to act as multipliers and pass the word on to potential new users. A resource manual for distributor training and reference is in production.

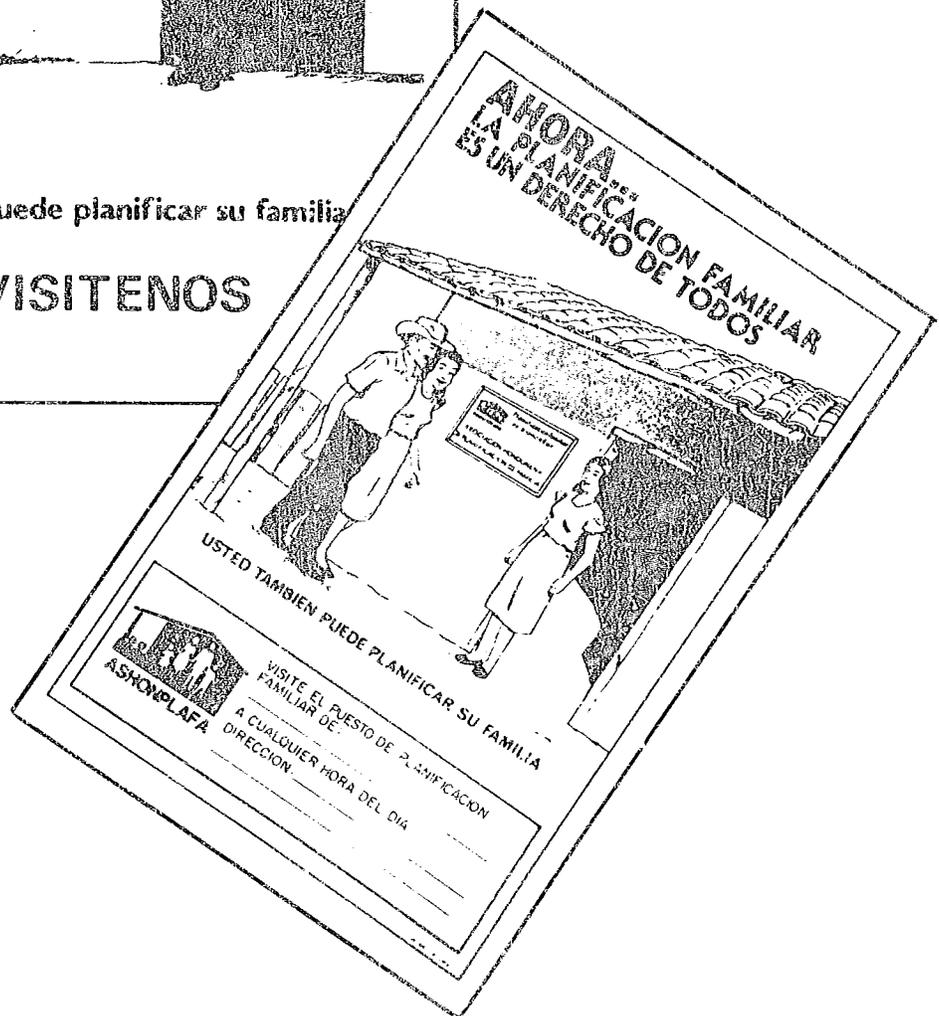
**AHORA...  
LA PLANIFICACION FAMILIAR  
ES UN DERECHO  
DE TODOS**



usted también puede planificar su familia



**VISITENOS**



To support community-based distributors, ASHONPLAFA, the Honduran Family Planning Association, produced 500 radio spots as well as a poster and flyer. These materials have given the CBD workers greater prestige in their communities, and CBD use has increased by 5 percent since the promotional efforts were started.

Six technical assistance visits were made to Honduras during FY1985 by JHU/PCS Regional Program Coordinator Patrick L. Coleman (2), JHU/PCS Assistant Program Coordinator Alice I. Payne (3), and JHU/PCS consultant D. Lawrence Kincaid (1). AED staff member Oscar Viganó played a major role in monitoring project activities and coordinating the work of ASHONPLAFA, the MOH and IHSS.

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Project Summary

PROJECT TITLE/NUMBER: MOH Family Planning IEC Activities (LA-HON-01)

GRANTEE: Ministerio de Salud Pública

PROJECT DURATION: January 1, 1984 - December 31, 1986

PROJECT BUDGET: \$40,000

CUMULATIVE EXPENDITURES: \$5,354.75

The purpose of this project is to assist the Ministry of Health in building its technical capacity to produce and disseminate messages via radio and to develop adequate print materials geared toward the acceptance and practice of contraception by the Honduran population, especially those living in rural areas. The materials developed under this project will support the integration of family planning into the MOH rural health network.

The Health Education Division of the Ministry of Health has designed an integrated mass media campaign highlighting different aspects of family health (vaccinations, breast-feeding, family planning, etc.). The audience research has now been completed. Based on this, a radio campaign (spots and forum) has been developed. To date, four radio spots and 13 radio programs have been produced and are being pretested. A poster draft has also been developed to promote the new services being offered by the MOH. A weekly radio program is being produced to inform the rural communities across the country about the benefits of family planning. The radio series focuses on a young couple who encounter the conflicts between the traditional society of their family and the future they see for themselves in modern society. Each drama focuses on a dilemma they face (education, marriage, raising a family) and the alternatives they consider in resolving the dilemma. The programs will be broadcast over radio stations and used in community and clinic discussion groups.

It is expected that the print materials and radio programs will be distributed in January, 1986 as part of an integrated FP/MCH communication program. The project had been delayed due to MOH reorganization in family planning and a polio epidemic.

Six technical assistance visits were made to Honduras during FY1985 by JHU/PCS Regional Program Coordinator Patrick L. Coleman (2), JHU/PCS

Assistant Program Coordinator Alice I. Payne (3), and JHU/PCS consultant D. Lawrence Kincaid (1). AED staff member Oscar Viganó played a major role in monitoring project activities and coordinating the work of ASHONPLAFA, the MOH and IHSS.

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### Project Summary

PROJECT TITLE/NUMBER: Family Planning IEC System (LA-HON-02)  
GRANTEE: Instituto Hondureño de Seguridad Social (IHSS)  
PROJECT DURATION: January 1, 1984 - March 31, 1986  
PROJECT BUDGET: \$27,550  
CUMULATIVE EXPENDITURES: \$764.58

The purpose of this project is to place into operation a system of information and communication for promoting family planning activities being carried out by the IHSS. The system will operate by serving three distinct audiences: a) the personnel working at IHSS; b) the members and beneficiaries attended by the institution; and c) the general public. Once internal communication has been established, this project will extend the system with the purpose of reaching the 160,000 insured workers and their families with information about the family planning services provided by IHSS. The communication system would allow the IHSS to gain experience in IEC activities and use of audio-visual services so that the IHSS can serve the needs of the general public when its family planning services are made available to the public.

The initiation of this project coincided with the establishment of an IHSS pilot family planning clinic. The first phase of the project was designed to orient all of the IHSS staff to the existence of the new activity and explain the services available. The second phase will be to offer educational materials to the insured users and potential clients.

In order to carry out the project's first phase, a series of workshops/seminars were scheduled. The first IHSS workshop, in November 1984, was conducted by Rubén Velásquez and Maria Victoria Azurdía of Asociación Pro-Bienestar de la Familia de Guatemala (APROFAM) for program managers, trainers and service providers in Tegucigalpa and San Pedro Sula. Interpersonal communication techniques were stressed and the 48 participants also received instruction on developing simple audio-visual aids.

In April 1985, a seminar for high level IHSS leaders (and other government officials) was held in Tegucigalpa and San Pedro Sula and focused on family planning and demographic topics. A JHU/PCS guest lecturer, Dr. Jorge Martínez-Manautou, Chief of the Family Planning Division of the Instituto Mexicano de Seguro Social, gave the keynote address on the delivery of family planning services in a Social Security setting to the 125 participants.

Family planning orientation sessions were also held for medical and para-medical personnel. Special attention was given to auxiliary nurses because they will have an important role to play in disseminating family planning information due to their frequent contact with patients.

Project development was hampered in FY1985 by frequent personnel changes which occurred as a result of restructuring in IHSS.

JHU/PCS representatives made nine TA and monitoring visits during FY1985.

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### Jamaica (NA)

At the request of USAID/Kingston, JHU/PCS Regional Program Coordinator Patrick L. Coleman conducted a partial needs assessment of the Jamaican family planning network, which includes six public and private agencies providing family planning services. The programs are diverse and use innovative mass media techniques, such as popular music, to reach target audiences. Many of the activities are aimed at young people, since they constitute a large segment of the population. Coleman suggested a number of options for future IEC initiatives and encouraged long-range strategy planning. Since Jamaica is seen as a leader throughout the Caribbean region, materials produced there could serve as prototype materials for the neighboring countries.

### Mexico (CP)

During FY1985, the JHU/PCS-funded project with the Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (FEMAP) expanded from its initial pilot area, Ciudad Juarez, to 12 other cities in Mexico. The project, which has completed two years of operation, was designed to support the community-based promoters of FEMAP's member associations with print and radio materials. About 1.6 million copies of six booklets on contraceptive methods have been distributed, and 29 radio spots and three radio programs have been produced and broadcast more than 35,000 times in five cities. The community-based promoters have reported that their status in their communities has been enhanced by the campaign. Results of a sample survey in one area suggest that both current users and non-users are better informed about contraceptive methods. (See project summary LA-MEX-01 for more details.)

The Academia Mexicana de Investigación en Demografía Médica, A.C. (AMIDEM) submitted a project proposal to JHU/PCS to develop a series of teaching modules to be used by the Instituto Mexicano de Seguro Social (IMSS) as support materials for an interpersonal communication curriculum for health workers focusing on family planning service delivery. AMIDEM and IMSS have a longstanding history of collaborating on projects. The project has been approved by the JHU/PCS Advisory Group, but implementation has been delayed pending AID/W decisions regarding JHU/PCS funding and finalization of the AMIDEM budget.

Project Summary

**PROJECT TITLE/NUMBER:** Promotoras (LA-MEX-01)  
**GRANTEE:** Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP)  
**PROJECT DURATION:** August 1, 1983 - January 31, 1986  
**PROJECT BUDGET:** \$204,187  
**CUMULATIVE EXPENDITURES:** \$199,922.39

The purpose of this project is to provide print and broadcast materials to support the work of community based contraceptive distributors, "Promotoras." This project is now in its second year of operation. During the year, FEMAP increased its mass media coverage to other regions in Mexico. Focus group discussions and in-depth interviews were conducted in order to ascertain the applicability of the print and radio materials (originally produced for Ciudad Juarez) in different areas where FEMAP member associations were located. The different FEMAP associations were also assessed in terms of duration of program existence (some have been recently established) and ability to meet an increased demand for services.

After minor modifications, over 1,600,000 copies of six method-specific pamphlets were distributed in 13 cities. The radio spots were modified to incorporate local accents, phrases and music. A total of 29 radio spots and three programs were produced and broadcast 35,000 times in five cities.

To support the increase in client interest from the radio spots, 12,000 client referral cards were printed with each association's logo. Due to the popularity of the cards among distributors and clients, they were also used in cities without radio broadcasts.

A manual outlining FEMAP's innovative family planning services was produced for regional leaders. FEMAP also began work on a film for adolescents.

Near the end of the year FEMAP, with assistance from a JHU/PCS consultant, began to develop a methodology to evaluate the print materials produced under the project. The evaluation is expected to be completed in early 1986. To date, the campaign has served to bolster the CBD distributors' role in the community as well as to inform users and potential clients on a variety of contraceptive options.

During FY1985, the following JHU/PCS representatives made 14 technical assistance visits: JHU/PCS Regional Program Coordinator Patrick L. Coleman (4), JHU/PCS Assistant Program Coordinator Alice I. Payne (2), María-Elena Casanova of PIACT (2), Evelyn Folch-Lyon of PIACT (2), and JHU/PCS consultants Miriam Bucher (2), D. Lawrence Kincaid (1), and Caridad Inda (1).

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Peru (TA)

In November 1984, Oscar Viganó, AED, provided technical assistance to Apoyo a Programas de Población (APROPO), a private organization that provides motivational and informational talks to factory workers in the industrial section of Lima and makes referrals to family planning service providers. Viganó assisted APROPO in developing an IEC strategy, identifying appropriate IEC materials and revising the factory talks to make them more appropriate for the intended audience. He also advised on the design of a slide presentation and a series of educational pamphlets. Mr. Viganó suggested that APROPO pursue a closer working relationship with other Peruvian family planning institutions in order to improve coordination.

# ASIA

## Overview

During PCS project Year Three, JHU/PCS representatives travelled to five Asian countries and provided technical assistance to three countries--India, Pakistan and Thailand. In addition, the JHU/PCS Regional Communication Advisor for Asia, Dr. Fred W. Reed, provided extensive technical assistance in support of government and private family planning IEC activities in India. During the year, one country project in Nepal (COMMAT) started, and three projects were developed in the Philippines. Three national meetings were held in India and Nepal (2).

## Regional Strategy

In Asia, where family planning programs are more established, the JHU/PCS strategy has emphasized the improvement of existing IEC activities. JHU/PCS strategy is:

- To assist AID Missions by providing technical assistance in support of large bilateral family planning IEC programs;
- To assist family planning IEC professionals in India in developing comprehensive communication and communication training programs in order to increase public knowledge of family planning and family planning service availability and to target hard-to-reach groups, with particular emphasis on message design and audience segmentation;
- To enhance the effectiveness of health workers providing family planning services by developing user-oriented print materials to assist in client counselling and education;
- To explore effective ways to reach couples of reproductive ages who do not have access to regular mass media channels and/or do not perceive them as credible information sources; and
- To support IEC initiatives that increase public awareness of the range of family planning methods available and the benefits of childspacing and to combat misconceptions about available methods.

## India (TA)

Since his arrival in New Delhi in January 1985, Dr. Fred W. Reed, JHU/PCS Regional Communication Advisor for Asia, has been involved in a variety of activities, including: 1) assistance in drafting an IEC training plan for the Contraceptive Marketing Project, which is partially funded through the AID bilateral, and for the 5,000 to 6,000 block extension educators who are the cornerstone of the government's FP outreach program; 2) a proposed videotaping of women's health and FP programs in villages throughout India; 3) development of a slide presentation on IEC strategies for USAID/GOI officials; 4) documentation of the Nirodh program; 5) development of booklets on child spacing

methods, to be used by physicians in counseling patients; 6) an international scientific conference on spacing methods; and 7) a cross-sectional program involving IEC FP activities through agricultural extension systems. Dr. Reed has assisted the AID Mission in programming project development funds and in monitoring IEC activities under the AID bilateral.

In December 1984, JHU/PCS provided three senior consultants to serve as resource persons for the India National Communication Strategy Workshop. Teams of FP IEC specialists from five states received orientation on IEC program planning and strategy development and then developed state strategies and plans. JHU/PCS provided \$3,000 to support the costs of the workshop and supplied numerous resource materials.

At the request of USAID/New Delhi, JHU/PCS consultant Subroto SenGupta provided recommendations for health/FP campaigns in Maharashtra, Gujarat and Himachal Pradesh States. He also made a follow-up visit to Maharashtra State to assist in developing criteria for the selection of an advertising agency and a list of possible agencies to be contacted by the state Public Health Department.

### Indonesia (FM)

During FY1985, JHU/PCS sent several films to the Indonesian Association for Secure Contraception. A visit to Indonesia is scheduled for October 1985 to review the technical assistance needs of the Association and other Indonesian agencies.

### Nepal (CP)

Since the AID bilateral project in Nepal does not include funds designated for broad public education programs apart from social marketing, JHU/PCS has supported two demonstration projects in Nepal. One, with the FP/MCH Project of the Ministry of Health, is to produce a general FP motivational booklet, four pictorial booklets on contraceptive methods, a laminated card on oral rehydration therapy for clients, and a card providing guidelines for health workers on aseptic procedures for voluntary surgical contraception. The client booklets and cards are intended to support the Panchayat-Based Health Workers, who travel to remote rural areas to provide information on family planning and other health topics. The second Nepal project funded by JHU/PCS involves the production of eight three-minute motivational films to show in commercial cinema halls. A third project, with the Development Oriented Research Centre, was developed in order to administer the funds for the FP/MCH project (See project summary AS-NEP-03 for more details.)

To date, the motivational booklet and four family planning booklets (Hill and Terai versions on the pill and condom) have been printed and distributed, and the appropriate health workers have been trained in their use. Stocks of these booklets are almost completely exhausted. The ORT card is at the printer, and the aseptic procedures card has been drafted. (See project summary AS-NEP-01 for more details.) Eight spots have been shot on videotape and are in the process of being pretested. (See project summary AS-NEP-02 for more details.)

Project Summary

**PROJECT TITLE/NUMBER:** Training, Production and Use of Low Cost IEC Print Materials (AS-NEP-01)

**GRANTEE:** Nepal FP/MCH Project, Ministry of Health

**PROJECT DURATION:** April 1, 1984 - January 31, 1986

**PROJECT BUDGET:** \$46,824

**CUMULATIVE EXPENDITURES:** \$24,342.16

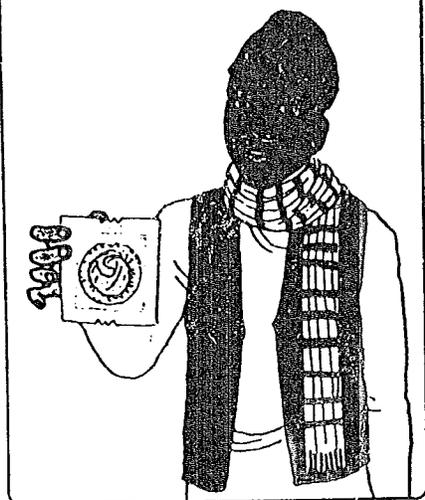
The purpose of this project is to support the motivation and communication efforts of grassroots-level FP/MCH staff to provide family planning and MCH information and supplies for the rural population of Nepal. Specifically, the project addresses the need for pictorial materials suitable for educating rural Nepalis about family planning. To accomplish this, the IEC staff of the FP/MCH project of the MOH, along with representatives from other related agencies, received training in the preparation and pretesting of print materials, and the Regional Training Officers were trained in the use and distribution of print materials.

During the year, project activities included:

- ° the development and production of 60,000 copies of Hill and Terai versions of pictorial booklets for clients on the pill and condom;
- ° development and production of 32,000 copies of a motivational booklet on family planning for clients;
- ° a training session in January 1985 for 18 Regional Training Officers and health workers in the proper use and distribution of print materials;
- ° a training session in July 1985 for 6 Regional Training Officers and Family Planning Officers in use of visual aids and design of motivational activities;
- ° development of two laminated plastic cards, one on oral rehydration therapy (ORT) for clients and one on aseptic procedures for health workers.

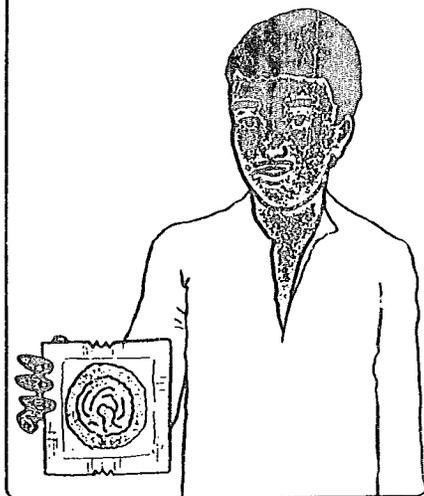
Scott Wittet and Margot L. Zimmerman of PIACT have been key to the success of these endeavors. During FY1985 they made four technical assistance visits to Nepal. As a result of Scott Wittet's work in Nepal in July and September 1985, an evaluation of the booklets and their impact on health workers and clients was undertaken in selected Hill and Terai areas and is being reviewed. Although the numbers interviewed were small and the selection of clients and health workers not sufficiently random to draw any scientifically valid conclusions, the results were encouraging. The main findings were:

कण्डम



पहाडको लागि

कण्डम



तराईको लागि

पिल्स



तराईको लागि

पिल्स



पहाडको लागि

The Nepal FP/MCH Project of the Ministry of Health, with PIACT assistance, produced two versions of booklets on the pill and condom in order to reflect the different cultural aspects of the hill and terai regions of Nepal. Evaluation showed that health workers using the booklets were better at counselling potential users than those without booklets.

- All clients in the booklet areas had received booklets, and 93 percent reported that they had been adequately counselled.
- Health personnel using the booklets scored much better in mentioning the key points for each method (89%) than health personnel without booklets (45%).
- There was no difference in knowledge levels among clients given booklets or not given booklets, except among pill clients in the Hill area who averaged scores more than twice as high (55%) as pill clients who had not been given booklets (21%).
- Health workers all liked using the booklets, thought the booklets made their work easier, and wanted to continue using them.
- Although health workers spent little time motivating new clients and recruited only an average of 8.3 new users of pills or condoms per month, the men who received condom booklets had shown them to an average of 7.5 other people.

The project has been extended at no cost through January 1986. During this period, the ORT and aseptic procedures cards will be printed and the pill and condom books reprinted in limited quantities. JHU/PCS has contacted the UNFPA and USAID/Kathmandu to identify a funding source for future reprints of the materials produced under this project.

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### Project Summary

PROJECT TITLE/NUMBER:      Technical Services Contract (AS-NEP-03)

GRANTEE:                      Development Oriented Research Centre (DORC)

PROJECT DURATION:          April 1, 1984 - February 28, 1986

PROJECT BUDGET:             \$5,182

CUMULATIVE EXPENDITURES: \$4,682

The purpose of this project is to provide financial management services to the FP/MCH project (AS-NEP-01) funded by JHU/PCS. DORC insures that funds are received, administers funds for the FP/MCH project as needed, and prepares financial reports according to JHU/PCS requirements. Since the project started, DORC has submitted financial and progress reports as required. Because the FP/MCH project will be extended through January 31, 1986, DORC services have also been extended.

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## Project Summary

**PROJECT TITLE/NUMBER:** Film Spots for Cinema Halls (AS-NEP-02)  
**GRANTEE:** Communication Management Advertising Training, Inc. (COMMAT)  
**PROJECT DURATION:** December 1, 1984 - May 31, 1986  
**PROJECT BUDGET:** \$29,314  
**CUMULATIVE EXPENDITURES:** \$12,650.32

The purpose of this project is to reach young people attending cinemas in cities and towns of Nepal with family planning/population messages regarding the benefits of family planning and the availability of family planning services. The project supports the planning, pretesting and production of film spots, using videotape equipment from the FP/MCH project. During the year, four shooting scripts and four alternate scenarios were prepared based on audience research conducted by Narayan Oriental Research Center (NORC) and funded by the Contraceptive Retail Sales project. Eight three-minute spots have been shot on videotape and are in the process of being pretested. Five of the eight spots will be selected for final production. The final videotapes will be transferred to 35 mm film and shown in the 36 commercial cinema halls in Nepal.

Two technical assistance visits, by AED consultant Daniel Taylor-Ide and AED Vice President Mark Lediard, were made during FY1985.

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### Pakistan (TA)

At the request of USAID/Islamabad, JHU/PCS consultant Robert P. Worrall reviewed the IEC component of the World Bank Population Project with the Pakistan Population Welfare Division. Dr. Worrall's report from this September 1985 visit will be used by the AID Mission in planning future AID bilateral programs.

### Philippines (CP)

In order to identify private-sector IEC activities for possible funding through an AID Mission buy-in, JHU/PCS staff members José G. Rimon II and Fred W. Reed visited the Philippines September 25 - October 10, 1985. Three project proposals were developed during this visit.

### Thailand (TA)

At the request of USAID/Bangkok, JHU/PCS consultant Robert Griffin conducted a needs assessment on adolescent fertility information and services and developed a strategy to address these needs, within the context of the National Family Planning Program of the Ministry of Public Health.

## Overview

During PCS project Year Three, a three-week workshop for 17 IEC directors representing public and private agencies in eight countries was held in Baltimore, Maryland and Washington, D.C. The workshop, which was conducted in Arabic, was very useful in orienting the participants to JHU/PCS services and resource materials and in developing contacts for future work in the region. During FY1985, the Jordan country project was completed, with most of its objectives accomplished.

## Regional Strategy

The JHU/PCS strategy in the Near East is:

- To support IEC programs and materials development in Arabic designed to publicize the availability of family planning services and to provide accurate information on correct usage of available methods and their health and other benefits and potential side effects;
- To link family planning IEC professionals with broadcasters and print journalists in order to increase and improve coverage of population/family planning issues;
- To seek involvement of professional organizations representing broadcasters, pharmacists, social workers and women's organizations in order to expand family planning outreach;
- To increase usage of private-sector IEC resources, especially advertising agencies; and
- To provide policymakers and other elites with information on population and family planning issues, in order to reduce cultural or political constraints to wider contraceptive usage.

## Regional Activities

The Arab World Communication Workshop, co-sponsored with the International Planned Parenthood Federation, was held July 29 - August 16, 1985 at JHU in Baltimore, Maryland and in Washington, D.C. The workshop was designed to provide an overview of IEC program planning, strategy development, message design, media selection and program management. Participants funded by JHU/PCS included 15 IEC directors from public and private agencies in seven countries. USAID/Cairo funded two participants from Egypt, and IPPF funded five additional participants from four countries. The Academy for Educational Development was responsible for workshop planning and administration.

Workshop planning commenced in November 1984. With the assistance of IPPF and several AID Missions, questionnaires to assess the type of IEC training needed were distributed to all private and governmental agencies identified as



Family planning communication specialists from eight Near East countries attended the Arab World Communication Workshop, held in Baltimore and Washington, D.C. in July/August 1985. They reviewed Arabic materials in the JHU/PCS Media/Materials Collection and made plans for stronger communication programs.

likely sources of participants. Requests for AID Mission nominations were sent out in March 1985. Resource staff with the necessary language skills, country experience and IEC expertise were identified.

Highlights of the workshop included presentations on IEC activities in Egypt, displays of sample materials in Arabic, group discussions on IEC strategy and overcoming obstacles to broader dissemination of family planning information, and preparation of IEC materials. One group of participants produced an audio tape describing the workshop's objectives and main topics. This tape was duplicated and provided to each participant to take back to his/her country for use on radio newscasts. Despite the differences among the participants in terms of their skills and the types of IEC programs they were conducting, all welcomed the opportunity to share experiences and recommended that follow-up workshops be held, possibly among smaller groups of countries with similar IEC programs.

During FY1985, JHU/PCS made contact with the Arab States Broadcasting Union (ASBU) to discuss possible collaboration. ASBU is currently funded by the UNFPA to produce broadcast and print materials on family planning and health, to train IEC personnel and to serve as a regional resource on family planning.

Jordan (CP)

The JHU/PCS-funded project with the Jordan Family Planning and Protection Association, which began in August 1983, ended in September 1985. The project, which linked interpersonal and mass media channels, was directed at several key target audiences, including potential family planning clients, policy-makers, health professionals, social workers, community leaders and journalists. Project outputs include a number of lectures, seminars and workshops and various print and publicity materials. JFPPA efforts enhanced awareness of the benefits of family planning and knowledge of sources of family planning information and services. (See project summary NE-JOR-01 for more details.)

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Project Summary

PROJECT TITLE/NUMBER:

Information, Education, Communication Support  
(NE-JOR-01)

GRANTEE:

Jordan Family Planning and Protection  
Association (JFPPA)

PROJECT DURATION:

August 1, 1983 - September 30, 1985

PROJECT BUDGET:

\$151,441

CUMULATIVE EXPENDITURES:

\$109,185.76



The Jordan Family Planning and Protection Association project produced pamphlets on the pill, IUD and family planning for newlyweds, as well as five posters, a book and other materials. The JFPPA also held 107 lectures and five workshops attended by a total of 6,359 people.

This project supported a multi-faceted family planning awareness campaign by the JFPPA, including the development of print materials and organization of seminars and workshops. Despite some staff turnover and organizational problems, the project was successfully completed September 30, 1985. During the two-year life of the project, the JFPPA:

- sponsored 107 IEC lectures and seminars on FP for both rural and urban audiences which were attended by 6,189 participants;
- conducted 5 workshops, for a total of 170 health professionals and policy-makers on FP;
- developed 5 pamphlets on FP for clients (65,000 copies);
- printed 5 posters on FP themes (4,600 copies);
- produced 39,000 assorted PR materials (calendars, stickers, etc.); and
- published 4,000 copies of a book in Arabic, Selected Family Planning Lectures, which is a compilation of lectures delivered by JFPPA seminar faculty.

JFPPA and others in Jordan believe that extending the lecture series to rural regions has increased the number of new clients. Clinics in those areas which have received intensive IEC activities are currently operating at capacity and the JFPPA has launched a major effort to increase and expand its services to satisfy this demand. The JFPPA has submitted a proposal to JHU/PCS to renew and expand the scope of the project. This proposal is currently under review.

During FY1985, three technical assistance and monitoring visits were made, one each, by JHU/PCS Regional Program Coordinators Mona Y. Grieser and Wilma H. Lynn and by JHU/PCS consultant Abdelkader Marzouki.

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### Tunisia

JHU/PCS assisted the UNFPA in identifying an IEC consultant to prepare a work plan for future IEC activities to be funded by UNFPA. The AID Mission has expressed interest in technical assistance from JHU/PCS once the new AID bilateral project is underway.

### Turkey

JHU/PCS has participated in planning meetings on Turkey held in Washington, D.C. and is awaiting US Embassy approval to travel to Turkey. AID/W has expressed interest in JHU/PCS involvement in Turkey, particularly in relation to the newly created Turkish Family Planning Foundation.

### III. MEDIA/MATERIALS COLLECTION

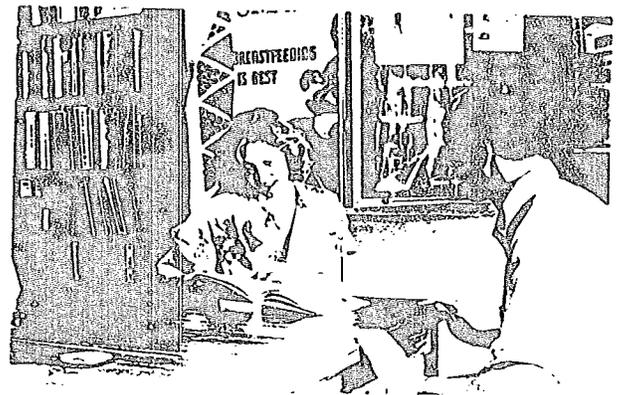
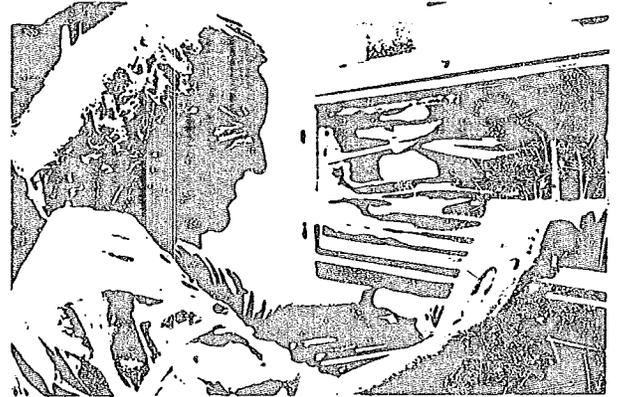
The JHU/PCS Media/Materials Collection (M/MC) serves as a major resource for sample IEC materials and reference items for population/family planning agencies in developing countries, USAID Missions, AID/Washington and JHU/PCS staff and consultants. M/MC services include:

- Provision of sample IEC materials in response to requests for specific types;
- Development and distribution of the PCS Packet Series, a collection of sample materials and information on various FP IEC topics;
- Distribution of films produced by the Airlie Foundation/George Washington University;
- Development of slide presentations on family planning communication themes; and
- Maintenance of sample materials in an easily accessible and visible manner to facilitate use of the M/MC by visitors and touring groups.

Acquisition of many new materials, two additional staff members and more display space have greatly increased M/MC output during Year Three. Table 9 shows that the M/MC had grown to 3,564 items, an increase of more than 60 percent from the amount at the end of Year Two. Items in the M/MC represent more than 80 countries, and provide examples of creative uses of different media for a multitude of topics, target audiences, and languages. Of particular note is the large increase in the number of video and audio tapes in the Collection, reflecting greater efforts to obtain these materials.

TABLE 9. ITEMS IN THE JHU/PCS MEDIA/MATERIALS COLLECTION

	<u>End of Year 1</u>	<u>End of Year 2</u>	<u>End of Year 3</u>
<u>Type of Material</u>			
Films	250	260	263
Video Tapes	5	10	45
Audio Tapes	10	35	68
Slide Sets	15	35	48
Photographs	150	400	825
Pamphlets	500	750	1,150
Posters	200	300	460
3-D Items	50	150	315
Reference Materials	<u>200</u>	<u>250</u>	<u>390</u>
Total	1,380	2,190	3,564



The JHU/PCS Media/Materials Collection, which moved into new quarters in April 1985, provides useful ideas and samples to many international visitors and groups. It now has more than 3,500 items and handles about 35 requests for sample materials each month.

The M/MC continues to stock approximately 25 booklets and reference materials on family planning communication. These are distributed free of charge to family planning workers in developing countries and to visitors to the M/MC. Multiple copies of pamphlets and posters produced by JHU/PCS projects in Costa Rica, Honduras, Jordan, Mexico, Nepal and Nigeria are also made available.

### Requests for Sample Materials

Each month the M/MC receives approximately 35 requests for examples of IEC materials. This represents a significant increase from Year One (six per month) and Year Two (20 per month). For example, during Year Two 211 requests were handled. This nearly doubled to 420 requests processed during Year Three (Table 10). Requests arrive directly from the field, from USAID Missions, through JHU/PCS Regional Program Coordinators, through other international organizations or as a spinoff from the periodic distribution of samples through the PCS Packet Series. The largest percentage of requests came from international agencies (37%) and from Africa (30%).

TABLE 10. REQUESTS FOR SAMPLE MATERIALS--FY1985

<u>Region</u>	<u>Number</u>	<u>Percent</u>
Africa	124	30
Asia	44	10
Latin America/Caribbean	78	19
Near East	18	4
International*	<u>156</u>	<u>37</u>
Total	420	100%

\*Many of the requests listed in this category are in response to inquiries from USAID and from international or US governmental agencies and are most often utilized in developing countries or in training sessions with participants from developing countries.

The following are illustrative of requests filled by the M/MC during FY1985:

- Sudan -- Sample pamphlets and slides of posters were provided to the Director of the Sudan Community Based Family Health Project, who visited JHU/PCS. The samples were mainly of Arabic-language materials on family planning in the context of Islam.
- Burkina Faso -- The Institut National d'Alphabetisation et de Formation des Adultes (INAFSA) requested JHU/PCS-produced materials and French-language publications on contraception and on audio-visual production for its newly established resource library. The M/MC provided PCS Packets, selected Population Reports and a dozen booklets and articles.

- Kenya -- Fifty copies of PCS Packet #1 and #2 as well as 50 sets of the Nigerian Yoruba-language booklets produced by a JHU/PCS project were provided to the Family Planning Private Sector Programme (FPPSP) for distribution to the FPPSP's 35 grantees and other contacts in Kenya.
- Honduras -- An official at the Instituto Hondureño de Seguridad Social requested sample Spanish language print materials on family planning methods. The M/MC selected and sent 15 pamphlets, a slide of a poster, two family planning texts and Population Reports.
- Jamaica -- The Jamaican Family Planning Association requested sample radio dramas and examples of posters or flyers designed in coordination with radio programs. Three cassette recordings of radio dramas, several pamphlets, and two slides of posters advertising radio programs were provided along with descriptions of multimedia campaigns.
- India -- A POPLINE search and several reference materials were sent to the Ministry of Health and Family Welfare in response to a request from a PCS Packet reader for materials on techniques for developing visual communication materials.
- International -- CEDPA trainees each received two PCS Packets, film lists and pamphlets on the "Basic Processes and Principles of Population/Family Planning Communication." The M/MC provided the JHU/PCS representative with sample recordings of radio programs and slides of family planning materials for her presentation.
- International -- A composite videotape of TV advertisements and an audiocassette of family planning radio spots were prepared from items in the M/MC for the Latin American and Caribbean Bureau of AID/W for distribution throughout the region.

The filling of requests has been greatly streamlined during Year Three as a result of having two additional staff members, sufficient space to store, organize and retrieve appropriate items, and the availability of five PCS Packets and several JHU/PCS-produced slide sets which meet particular needs.

### PCS Packet Series

Periodic and regular distribution of examples of IEC materials on different family planning communication themes is accomplished through the PCS Packet Series. Five Packets have been produced to date (see Table II). Work has begun on two additional Packets.



Table 11. PCS PACKETS PRODUCED FY1983 - FY1985

<u>Packet</u>	<u>Title</u>	<u>Year Produced</u>
1	"Print Materials for Nonreaders"	FY1983
2	"Male Responsibility for Family Planning"	FY1984
3	"Basic Processes and Principles for Population/Family Planning Communication"	FY1984
4	"Packages for Contraceptive Products"	FY1985
5	"Reaching Young People"	FY1985

During Year Three, Packet #4 on "Packages for Contraceptive Products" was completed and distributed. The Packet contains two copies of a full-color wallchart which displays 37 contraceptive packages from social marketing programs; an overview with how-to information on developing packaging; two illustrated Project Descriptions; a sample OC package; and a Reader Response sheet.

Packet #5, "Reaching Young People" was also developed during Year Three. Twelve sample materials were reproduced or purchased for distribution in Packet #5 along with brief descriptions of the items and a Reader Response sheet.

The Packets Task Group, made up of M/MC and JHU/PCS staff members, the USAID/Washington Project Monitor and representatives from AED and PIACT, advises JHU/PCS on topic selection and offers guidance through each step of Packet development. During Year Three the Task Group selected upcoming topics. Packet #6 will deal with media relations and Packet #7 will provide sample radio spots, jingles, songs and programs.

All Packets are distributed in English, French and Spanish. Examples of some of the materials included in the Packet Series are illustrated on the following pages. Table 12 shows regions to which the Packets are mailed, with the largest percentage (30%) being shipped to Africa. Approximately 1,200 copies of each Packet are distributed initially. Those working in the IEC field have shown great interest in these Packets. Reader Response forms were enclosed in Packets #1, #2 and #4. To date, 84 response forms have been received from Packet #1, 63 from Packet #2, and 44 from Packet #4.



Table 12. DISTRIBUTION OF JHU/PCS PACKET SERIES

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<u>Region</u>	<u>Number of Recipients*</u>	<u>Percent</u>
Africa	322	30
Latin America/Caribbean	219	21
Asia	218	20
Near East	54	5
Other	<u>255</u>	<u>24</u>
Total	1,068	100%

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\*This figure represents the number of recipients; many receive additional copies of the Packet, often in more than one language.

An assessment form is now being developed to send to Packet recipients in order to obtain information on how the Packets are being used and on the impact the Packets have had on IEC materials development, and to obtain advice on future Packet topics.

#### Film Distribution

During Year Three, JHU/PCS distributed a total of 262 films as gifts or loans to non-profit agencies in developing countries. The majority of films was provided to Latin America and the Caribbean (71%), 19 percent to Africa, and the remainder to Asia and AID/Washington. The reason for the large percentage sent to Latin America and the Caribbean is that the majority of Airlie films were made in that region and are in Spanish. An additional 86 films were sold or rented; fees from sales and rentals totaled \$10,865.00. Table 13 shows the regional distribution of film gifts. Appendix E provides a more detailed listing of gifts and loans, and Appendix F lists film sales and rentals.

TABLE 13. JHU/PCS DISTRIBUTION OF AIRLIE FILMS

<u>Region:</u>	<u>Films Provided as Gifts</u>					
	<u>Year 1</u>	<u>Percent</u>	<u>Year 2</u>	<u>Percent</u>	<u>Year 3</u>	<u>Percent</u>
Africa	5	6	64	31	49	19
Latin America/ Caribbean	66	70	133	64	182	71
Asia	7	7	7	3	20	8
Near East	0	0	4	1.5	0	0
Other (AID/Washington)	<u>16</u>	<u>17</u>	<u>1</u>	<u>0.5</u>	<u>5</u>	<u>2</u>
Total	94	100%	209	100%	256	100%

	<u>Loans and Rentals</u>		
	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Total	18 films	23 films	6 films
	<u>Sales</u>		
	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Total	77 films	127 films	86 films
Fees obtained from film sales and rentals	\$6,603	\$13,418	\$10,865

A questionnaire to assess the impact and utilization of the Airlie films was developed during FY1985 and will be sent to film recipients during Year Four. Based on the results of the questionnaire, decisions will be made as to the continued appropriateness of films for particular audiences and regions.

Table 14 provides an analysis of the most frequently requested Airlie films during FY1985. The most popular films fall into several broad categories: films for young people on delaying the first pregnancy ("Two Roads" and "Time of Your Life"); films aimed at men ("Choice Not Chance"); and films which provide programmatic ideas for family planning administrators ("Communicating Family Planning: Speak, They Are Listening," "Cheerful Revolution," "Lessons for the Future," and "Moment of Truth"). Two frequently-requested films on methods for users and potential users ("A Method for John and Mary" and "Women and the Pill") are available in Spanish only. The top request in Portuguese ("The Social Debt") was filmed in Brazil.

TABLE 14. FILMS MOST FREQUENTLY DISTRIBUTED AS GIFTS AND LOANS  
(not including multiple copies)

<u>English</u>		<u>Spanish</u>
Two Roads	(12)	A Method for John and Mary (5)
The Time of Your Life	(11)	Two Roads (5)
Choice Not Chance	(8)	Women and the Pili (4)
Communicating FP: Speak...	(8)	
Cheerful Revolution	(8)	
Lessons for the Future	(6)	
Moment of Truth	(6)	
You	(5)	
<u>Portuguese</u>		<u>French</u>
The Social Debt	(4)	(No Films Requested)
The Cheerful Revolution	(4)	
Lessons for the Future	(4)	

### Slide Presentations

The M/MC has continued to build and organize its slide collection. Slides from country projects and meetings and workshops along with photos of sample IEC materials from the Collection have proven useful in making presentations on family planning IEC. New slide sets have been developed on topics such as Arab World IEC Materials and Male Involvement. The slides are inexpensively reproduced and greatly facilitate the dissemination of exemplary IEC materials. JHU/PCS consultants and staff have also used slides from the Collection in training workshops.

### Visitors and Tours

During Year 3 the Media/Materials Collection hosted approximately 385 individuals, who were oriented to M/MC services and had the opportunity to see a wide range of innovative materials. The M/MC is probably the largest collection of family planning IEC materials anywhere in the world and the new facilities allow for easy access to all items. Visitors often leave inspired by the range of creative ideas and convinced of the possibilities and importance of IEC work.

#### IV. ACTIVITIES OF US CONTRACTORS

JHU/PCS activities have benefited greatly from the close working relationships JHU/PCS maintains with two US organizations--the Academy for Educational Development (AED), and the Program for the Introduction and Adaptation of Contraceptive Technology (PIACT). Each of these organizations is experienced in different aspects of population/family planning communication programs and is respected worldwide. The Academy for Educational Development has particular expertise in development communication, in the organization and planning of training workshops, use of mass media for health programs, and educational broadcasting. PIACT is well known for its pioneering work in the development of print materials for non-readers. Each organization has contributed significantly to a variety of JHU/PCS activities and has worked closely with JHU/PCS staff.

Staff members of AED and PIACT provide continuing assistance and advice on project development and monitoring; suggestions for identifying consultants; assistance in preparing packets of sample materials for mailings; identification of pamphlets, brochures, and other materials for the Media/Materials Collection; and help in generating new projects. Major contractor activities are summarized in Table 15 by country and type of activity. Both contractors were heavily involved in the implementation of JHU/PCS projects. For example, AED was largely responsible for the administration and organization of two five-day workshops in Nairobi and Dakar as part of the ongoing URTNA broadcasting project. AED staff and consultants also provided technical assistance to the JHU/PCS project funded in Bolivia; in Honduras, by helping to coordinate activities of three JHU/PCS-funded projects; in Nigeria, by helping to develop new projects in Ondo and Anambra States; in Nepal by following up earlier work on the COMMAT film spots project; and in Kenya on developing two JHU/PCS projects and assisting the Mission in developing the IEC components of a Project Paper. AED is expected to play an important role in the ongoing monitoring and development of these and other related projects designed to reach broadcasters and use radio more effectively.

PIACT, as well, was heavily involved in providing assistance to JHU/PCS projects. In Nepal, PIACT provided TA to the FP/MCH project in print materials development, design of training and evaluation plans, and training on the use and distribution of print materials. PIACT also provided assistance in developing new projects in Nigeria involving the development of print materials and radio spots. In the Sudan, PIACT initiated a print materials project in which family planning motivation and oral contraceptive booklets will be developed for clients. In Latin America, PIACT provided assistance to projects in Bolivia, Brazil and Mexico. In Bolivia, PIACT trained project staff in designing and implementing a methodology for pretesting IEC print materials; in Brazil, PIACT developed appropriate quantitative and qualitative methodologies for baseline research with various target audiences; and in Mexico, PIACT provided technical assistance in pretesting and adapting pamphlets on contraceptive methods in seven Mexican cities.

The activities of each contractor are described in detail in their annual reports, included as Appendices G and H.

Needham Porter Novelli (NPN), which had requested that its contract with JHU/PCS not be renewed for FY1985, completed graphic design work on the

English, French and Spanish versions of the "Basic Processes and Principles for Population/Family Planning Communication" booklet and wallchart. William D. Novelli, President of NPN, continues to serve on the JHU/PCS Advisory Group, and JHU/PCS continues to work collaboratively with NPN in its capacity as subcontractor to two other AID-funded projects and a contractor to USAID/Cairo.

Expenditures (including accruals) by each contractor for the 12-month period October 1, 1984 - September 30, 1985 are:

AED	\$596,565
PIACT	\$326,531
NPN	\$ 16,384

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR THREE

Academy for Educational Development (AED):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films &amp; Materials</u>	<u>Meetings &amp; Workshops</u>	<u>Other</u>
<b>AFRICA</b>						
Regional		Lediard & Kulakow helped design and implement URTNA family health broadcasting workshops in Nairobi & Dakar. Lioy (C) coordinated logistics.	Lediard attended 3-day meeting in Nairobi to assist CAFS in developing training needs assessment strategies.		Lediard assisted in planning/implementation of African FPA executive directors communication workshop in Nairobi. Riley (C) handled logistics.	
Kenya			Lediard & Saulniers (C) conducted evaluation & prepared scope of work & budget for increased mass media programs to be funded by USAID, & Lediard revised/prepared IEC component of PP.		Lediard & Clark (C) are producing videotape of Nairobi/URTNA workshop. Tape to be finalized in FY1986.	
Nigeria		Heath worked on project proposals for Ondo & Anambra State projects & for a Nigeria RAPID TV project.				
Uganda	Dondi (C) assisted in conducting needs assessment for health education division of of MOH.					
<b>LATIN AMERICA AND CARIBBEAN</b>						
Regional					Brace assisted in developing questionnaire to survey participants of 1983 JHU/PCS Quito conference.	
Bolivia		Viganó assisted COF in planning 10 seminars on population and development issues & Stokes (C) advised on work plan & framework for research phase.				
Ecuador					Viganó, Alvarez (C), & Pareja helped design, organize, & conduct communication workshop for IESS health educators.	

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR THREE (con't)

Academy for Educational Development

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Film &amp; Materials</u>	<u>Meetings &amp; Workshops</u>	<u>Other</u>
Honduras		Viganó monitored activities of PCS project with ASHONPLAFA, IHSS, & MOH and chaired inter-institutional coordinating committee which coordinates FP communication activities of these organizations.				
Peru			Viganó assisted APROPO in formulating IEC strategy & in identifying appropriate materials.			
ASIA						
Nepal		Lediard reviewed progress made by COMMAT on film spots in cinema halls project. He reviewed all materials shot for the film spots and advised on editing & pre-testing. Taylor-Ide (C) provided TA to COMMAT. He reviewed audience research findings & facilitated development of priority film messages and formats based on the research.				
NEAR EAST						
Regional					Lediard, Liroy (C), Herm (C), and Ward (C) participated in developing agenda & identifying/briefing speakers for Arab World Communication Workshop. Smith & Jarrar gave presentations. Liroy (C) organized logistics.	
GLOBAL				Brace assisted in development of 2 Packets.		Smith reviewed CP proposals.

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR THREE (con't)

Program for Introduction and Adaptation of Contraceptive Technology (PIACT):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films &amp; Materials</u>	<u>Meetings &amp; Workshops</u>	<u>Other</u>
AFRICA						
Regional				Wittet coordinated development of a set of basic "generic" print materials on contraceptive methods for distribution throughout Africa. Drafts of booklets for field workers & for potential FP users have been prepared. Draft of wallchart completed. Plans being developed for pre-testing all materials in 2 Anglophone & 2 Francophone countries.		
Burundi			Wittet prepared draft proposal for INADES to develop print materials for non-readers. The project, to be funded by AID, includes booklets, 3 posters & one calendar.			
Nigeria		Kazi assisted in development of VSC booklets project (Oyo), in developing/pre-testing posters & radio spots (Ogun), & in project reviews (Kwara).				
Senegal			Wittet conducted 2 IA visits to assist Senegal family health project to conduct focus group research & develop 5 draft booklets on FP methods, train staff in IEC materials development, assist in booklet pre-testing, & in training health workers in use of booklets.			
Sudan		Haffey initiated project to develop print materials on family planning & helped organize meeting of 20 representatives of local FP organizations to orient them to project.				
Zimbabwe			Fussell assisted in preparing booklets on IUD, pills, & condom and in arranging for ZNFPC materials to be included in adult literacy programs.			

TABLE 15. SUMMARY OF US CONTRACTORS ACTIVITIES -- YEAR THREE (con't)

Program for Introduction and Adaptation of Contraceptive Technology (PIACT):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films &amp; Materials</u>	<u>Meetings &amp; Workshops</u>	<u>Other</u>
<b>LATIN AMERICA AND CARIBBEAN</b>						
Bolivia		Newton & Ferraz-Tabor (C) assisted COF in designing & implementing a methodology for pretesting print materials with an emphasis on working with representatives of the target audience. Practical training in materials design & pretesting was provided.				
Brazil		Ferraz-Tabor (C) worked with staff of ABEPF in developing methodologies for baseline research with various target audiences & also supervised practice sessions where qualitative research methods were used with sample target groups.				
Mexico		Folch-Lyon (C) & Casanova pretested & revised 6 leaflets plus radio spots for FEMAP.				
<b>ASIA</b>						
Nepal		Zimmerman & Wittet visited 4 times to provide TA to FP/MCH including developing training curricula for regional training officers, finalizing print materials, assisting in revising booklets based on pretest, & aiding in evaluation of impact of FP methods booklets.				
<b>NEAR EAST</b>						
Regional					Szumowski gave presentation at Arab World Communication Workshop on FP methods.	
GLOBAL				Szumowski and Steckel assisted in development of 2 PCS Packets.	Perkin reviewed CP proposals.	

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR THREE (con't)

Needham Porter Novelli (NPN):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Files &amp; Materials</u>	<u>Meetings &amp; Workshops</u>	<u>Other</u>
GLOBAL				Novelli, Baugh, Greenberg and others completed graphic design of "Basic Processes and Principles" booklet and wallchart in 3 languages.		Novelli re- viewed CP proposals.

## V. JHU/PCS ADVISORY GROUP

The JHU/PCS Advisory Group consists of 11 internationally recognized population/family planning communication experts and is chaired by the JHU/PCS Principal Investigator, Dr. Phyllis T. Piotrow. During the year, the PCS Advisory Group continued to play an important role in review of JHU/PCS project proposals. The PCS Advisory Group members are:

Dr. Jane T. Bertrand, Assistant Professor, Applied Health Sciences Department, Tulane University

Dr. Hilda Kokuhirwa, consultant

Mrs. Peggy Lam, Executive Director, Family Planning Association of Hong Kong

Mr. Tennyson (Don) Levy, Executive Manager, Dunlop Corbin Compton Associates, Jamaica

Mr. William D. Novelli, President, Needham Porter Novelli

Dr. Gordon W. Perkin, President, Program for the Introduction and Adaptation of Contraceptive Technology (PIACT) (ex-officio)

Mr. Lyle Saunders, consultant

Mrs. Tara Sinha, Managing Director, Tara Sinha Associates, New Delhi

Dr. William A. Smith, Vice President, Academy for Educational Development (ex-officio)

Mr. William O. Sweeney, Executive Director, International Advertising Association

Dr. Robert P. Worrall, Consultant and former President, Population Reference Bureau

Comments made by Advisory Group members on project proposals frequently are provided to directors of JHU/PCS projects, since they often help the project director to sharpen a project's focus. Some examples of suggestions and comments made by the Advisory Group follow:

- direct IEC materials to men so they understand the rationale and benefits of FP procedures;
- emphasize importance of project-related communication training for health workers;
- emphasize importance of development of simple print materials for illiterates and semi-literates;

- note appropriateness of IEC projects which are initially modest in scope in countries where little family planning IEC has taken place; and
- encourage selection of simple logos that can be easily drawn and described.

Advisory Group members continue to support the JHU/PCS insistence on adequate pretesting of materials as well as the increasing emphasis on project evaluation.

Individual Advisory Group members have provided specific assistance. For example, Tara Sinha is developing a slide presentation for USAID/India on the need for IEC to promote spacing methods. The slide set would be used to illustrate IEC possibilities and new perspectives on the use of advertising and social marketing in promoting family planning in India. Dr. Robert P. Worrall, at the request of USAID/Pakistan, assisted in the evaluation of the IEC component of the World Bank Population project and assisted in the assessment of the government of Pakistan's communication strategy.

During the April 1984 JHU/PCS Advisory Group meeting a number of advisors commented on the PCS proposal format and suggested a clearer delineation of project objectives. JHU/PCS staff and a consultant followed up on this recommendation during the year and a new proposal format was developed. This new format clearly specifies project objectives, major activities, and evaluation of each objective. There are now three categories of objectives: program, which reflects the overall objectives of the organization; institutional, which relates to training and technology transfer; and communication, which targets specific audiences, messages and channels. Evaluation criteria are then specified which are appropriate to each objective.

Some members of the JHU/PCS Advisory Group met in April 1985 to discuss evaluation guidelines. For details, see Part VI, Evaluation.

## VI. EVALUATION

Evaluation was a major concern during FY1985. Projects and activities in six countries reached a stage where their impact could be tentatively measured not only in terms of output (see Tables 3 and 4) but also, and more important, in terms of impact, such as:

- Institutional development and training for future communication work
- Better knowledge of family planning
- Increased use of family planning

Three projects at or nearing completion--in Costa Rica (Centro de Orientación Familiar, COF), in Nepal (FP/MCH Project of the Ministry of Health), and in Mexico (Federación Mexicana de Asociaciones Privadas de Planificación Familiar, FEMAP)--showed clear gains in institutional development and in on-the-job training to improve communication skills. In Costa Rica, COF doubled the number of radio broadcasts of "Diálogo," a women's educational program, increased letters from readers by 70 percent, and won a national broadcast prize. The skills acquired by the staff in content development, production values, and audience testing will be applied to future programs. In Nepal, Ministry of Health workers learned to develop and use print materials effectively among illiterate women. In Mexico, FEMAP staff learned to plan, develop, test, distribute and evaluate user-oriented messages for print and radio materials--skills which will continue to be utilized in Ciudad Juarez and other cities of the federation.

JHU/PCS projects documented higher levels of knowledge about family planning after project implementation among clients and/or health workers in Colombia (PROFAMILIA), Nepal (MOH), and Mexico (FEMAP). In Colombia, a generic condom advertising campaign that used the theme "Love with responsibility is also a man's concern" reduced disdain, embarrassment and timidity about condom use by about 20 percent, according to male survey respondents. In Nepal, health workers using pictorial booklets were much more likely to mention all the key points about a method in counseling clients. Booklets appeared to have the greatest impact in hill areas where literacy, income, social services, and other amenities were lowest. In Mexico, radio messages from FEMAP about family planning had been heard by more than 80 percent of the women surveyed; more of these women had learned of the clinic location from radio (28%) than from friends (22%), relatives (8%), or door-to-door promoters (8%). Those who had heard the radio announcements were better informed about tubal ligation and pills than those who had not heard the broadcasts.

The bottom line in evaluation of any family planning activity is an increase in family planning usage or continuation. Most JHU/PCS projects are too new, too diffuse in the use of mass media, or too closely linked to service delivery variables to provide conclusive, scientifically valid evidence that increased contraceptive use is attributable to communication interventions alone. Nevertheless, tentative evidence suggests that JHU/PCS-supported communication interventions did increase family planning use in specific areas.

In Honduras, where 500 spots and other materials were broadcast 80,000 times during FY1985, preliminary data show a 5 percent increase in CBD users, the first such increase in more than two years. In Honduras, as in Mexico, radio

announcements about CBD programs appeared to enhance the status of the CBD workers who are major providers of family planning services.

In Colombia, surveys before and after a condom advertising campaign in Cali suggested more men were buying and using condoms after the broadcast advertisements; druggists reported a notable increase in sales. Despite substantial disruptions in Profamilia condom sales caused by an influx of black-market condoms (possibly stimulated by Profamilia efforts), Cali's share of Profamilia condom sales in Colombia, ranging from 2 to 15 percent during 1983 and 1984, reached 15 percent during the peak of the campaign in January/March 1985.

Nigeria is a special case where family planning training, services, supplies, and information have all become available almost simultaneously within the last 12 months. In two states, Kwara and Ogun, the initiation of a family planning campaign, with substantial IEC components, at a specific time, July-September 1985, makes it possible tentatively to document the probable impact of mass media publicity on new acceptors of family planning. In Nigeria, JHU/PCS is working with the Centers for Disease Control (CDC) to document and evaluate the impact of IEC on family planning use in a systematic and scientific way.

In Kwara State, after the official launching of the FP campaign on June 28, 1985 with wide media coverage and the subsequent radio campaign for the next quarter (TV spots were sporadically aired for free during the first two months of the quarter), the number of new acceptors for all FP clinics in the State increased by 123 percent, from 513 to 1,144. Even discounting figures for new clinics which were not operational before the campaign, the increase is 62 percent. Almost all clinics registered increases. The average percentage increase per clinic is estimated at 50 percent.

In Ogun State, since the official launching of the campaign on July 1-5, 1985 with wide media coverage and the subsequent airing of radio and TV spots on a sporadic basis (since JHU/PCS did not provide funds for air time), the State FP Coordinator and the nurses in clinics report increases in the number of new acceptors. The nurses also report increases in the number of acceptors in particular clinics every time a market campaign is made by the nurses of the School of Family Planning. The September clinic data are not yet available, so it is too soon to draw firm conclusions.

In Plateau State, a mini-KAP survey was conducted by PPFN with technical assistance from JHU/PCS. A system of monitoring data from MOH clinics has also been set up. Both sets of data will be used in evaluating the impact of a comprehensive statewide multimedia campaign set at a later date.

Evaluation of the Yoruba pictorial booklets on IUCD, pills and condom is also underway. With JHU/PCS technical assistance the protocols and procedures for evaluation, including the design and translation of the questionnaires, have already been prepared with PPFN.

In other projects, different media, such as pictorial booklets, radio or television broadcasts, films, and different forms of interpersonal activities, will be evaluated among selected groups for which they are designed. These evaluations measure the appeal, recollection, persuasiveness, changes in knowledge, and where appropriate, changes in individual behavior that can be attributed to these IEC interventions. Control groups will be used to assess impact.

A cross-national evaluation of pictorial booklets for illiterates, such as those developed by PIACT, is underway. An April 1985 meeting of members of the PCS Advisory Group and other outside experts helped to develop guidelines for these comparative studies. Dr. D. Lawrence Kincaid, consultant, developed a basic questionnaire which has already been adapted for use in Nepal and will be used in Nigeria, Mexico, and possibly Sudan among health workers and potential users.

JHU/PCS welcomes collaboration with other agencies in project evaluation. In Nigeria, the Centers for Disease Control, which designed the clinic record system, is assisting in an impact evaluation based on clinic records. In Latin America, CDC or other agencies may assist in evaluating various activities.

## VII. ORGANIZATION AND MANAGEMENT

The JHU/PCS project is administered through the Population Information Program of The Johns Hopkins University School of Hygiene and Public Health. Phyllis T. Piotrow, Ph.D. is the Director of the Population Information Program and serves as the Principal Investigator of the JHU/PCS project. The Project Director for JHU/PCS, Cynthia P. Green, M.A., is responsible for overall management of JHU/PCS activities, working in close collaboration with the Deputy Project Director, Ronald H. Magarick, Ph.D. The PIP Financial Manager, Linda L. Donhauser, oversees fiscal and contractual management of the project. The six Regional Program Coordinators are responsible for overseeing all JHU/PCS activities in their respective countries, including project development and monitoring. They are assisted by three Assistant Program Coordinators. Materials collection and dissemination are handled by the Media/Materials Collection staff, directed by Ann B. Jimerson.

### Staffing

In order to meet the greatly increased workload during Year Three, several new professional and support positions were created. Two Regional Program Coordinators, three Assistant Program Coordinators, a Contract Specialist, a Media/Materials Specialist and several secretaries were recruited. A vacancy for a fourth Assistant Program Coordinator was left unfilled and a clerk/typist position was not refilled when a staff member left, due to funding uncertainties. The staff now numbers the equivalent of about 30 full-time people. (See Appendix A for a list of JHU/PCS personnel as of September 30, 1985 and Appendix B for background information on JHU/PCS professional staff.)

### Space

As a result of a move from the 4th to the 3th floor of Hampton House, office space increased slightly during FY1985. However, a number of staff work in cramped quarters, and neither PIP nor PCS has a meeting room. Unfortunately, space is likely to continue to be a problem until the University is able to complete new construction.

### Country Project Monitoring

As the number of country projects funded by JHU/PCS has grown, the number of "Quarterly Progress and Financial Reports" from grantees has likewise increased. Currently funded projects generate more than 90 such reports per year. The addition of a Contract Specialist to the JHU/PCS staff during FY1985 greatly enhanced JHU/PCS capability to administer a large number of projects. The goal for FY1986 is to provide more orientation to grantee administrative staff in the early stages of project implementation to avoid some of the minor but time-consuming financial reporting problems identified in previous years. Guidelines for use of purchase orders and contracts by LDC grantees have been developed and will be provided to grantees as necessary.

## Audits

According to the terms of the Cooperative Agreement, JHU will ensure that an audit is conducted on all subrecipient records in which expenditures total \$35,000 and above. A contract has been signed by JHU with Peat, Marwick, Mitchell and Co. (PMM) to perform these services. During the period October 1, 1984 through September 30, 1985, audits were performed on the following organizations:

<u>Organization</u>	<u>Country</u>	<u>PCS Project No.</u>	<u>Audit Cost</u>
Academy for Educational Development (AED)	U.S.	N/A	\$ 6,900
Program for the Introduction and Adaptation of Contraceptive Technology (PIACT)	U.S.	N/A	6,900
Nepal Ministry of Health, Family Planning/Maternal Child Health Project (FP/MCH)	Nepal	AS-NEP-01	3,900
Jordan Family Planning and Protection Association (JFPPA)	Jordan	NE-JOR-01	8,250
Federación Mexicana de Asociaciones Privadas de Plani- ficación Familiar (FEMAP)	Mexico	LA-MEX-01	4,900
Centro de Orientación Familiar	Costa Rica	LA-COS-01	4,100
Asociación Pro-Bienestar de la Familia Colombiana (PROFAMILIA)	Colombia	LA-COL-01	4,000
COMMAT, Inc. (Review Only)	Nepal	AS-NEP-01	1,800
Asociación Hondureña de Planificación de Familia (ASHONPLAFA)	Honduras	LA-HON-03	3,750
Total Audit Cost			----- \$44,500

Final or draft reports have been received for all of the above organizations. No major problems were found. Copies of the reports are available to AID upon request.

Because of the high cost of audit services, JHU submitted a request to AID on February 7, 1985 to change the terms of the audit provisions. Currently, the terms state that after each Subagreement period, not to exceed 18 months, an audit must be conducted for projects in which cumulative expenditures total \$35,000 or above. JHU requested that the terms be changed to 24 months and \$50,000. No response has been received.

## VIII. ISSUES AND CHALLENGES

After three years of operation, three major conclusions can be reached about population/family planning IEC:

- (1) There are multiple audiences for family planning information--older women who want no more children, younger women who need to space their pregnancies, men, young people, health care providers, opinion leaders, producers of mass media, policy-makers, and many others. Effective family planning communication depends on analyzing the needs of each audience and developing messages that can be transmitted through appropriate media and interpersonal channels to that audience.
- (2) There is a great deal of misinformation about family planning. World Fertility Surveys and Contraceptive Prevalance Surveys now show widespread awareness of family planning, but in-depth studies and focus group discussions reveal exaggerated fears about the safety, side-effects, and reliability of the most effective modern methods. Counteracting rumors and answering flamboyant media presentations call for a sophisticated and professional approach to family planning communication.
- (3) Family planning communication increasingly requires a sustained effort using modern techniques and mass media as well as interpersonal communication to reach and persuade different audiences. Expanded social marketing and commercial availability of family planning as well as more clinical services mean that there are many more potential audiences than can be reached by person-to-person communication alone.

Thus AID Missions, national governments, family planning associations, and other private-sector agencies increasingly recognize the current need for comprehensive IEC programs. The demand for JHU/PCS services has increased dramatically since the start of the project as able staff have been recruited who can meet field needs and as AID Mission and LDC personnel have gained a greater appreciation of what can be achieved through a well-designed and well-implemented IEC program. AID Missions are now requesting specialized IEC help for a great variety of activities, including drafting the IEC sections of Country Strategies and Project Identification Documents preparatory to bilateral funding, serving on needs assessment teams, funding national or state government or private-sector activities through direct grants, providing specialized technical assistance for different parts of bilateral communication programs, and providing institutional support and training for specialized IEC activities. The last three years have seen an explosion of interest in family planning IEC with an average of about four new requests per month for JHU/PCS services. Some of these are high priority requests in which programs for hundreds of thousands of dollars of bilateral funds are at stake.

JHU/PCS faces several options in the future in seeking to be responsive to AID Missions, as the Office of Population has urged:

- (1) To focus on a small number of countries and provide intensive support, such as the Mass Media for Health Practices project provided in Gambia and Honduras, including resident staff, multimedia efforts and essentially a saturation level of media coverage directed at a relatively small

population. AED efforts in ORT as well as earlier family planning campaigns in East Asia, have shown that this type of IEC work can be very effective. or

- (2) To provide limited seed-money assistance to a large number of countries in the hope that small projects or limited technical assistance will lead to larger efforts funded by AID bilaterally, by international agencies, or by other Cooperating Agencies. Experience to date suggests that this approach produces mixed results, sometimes effective, but more often not achieving their full potential. or
- (3) To provide a balanced mix of inputs, intensive in some countries but quite limited in others, depending in each case on an assessment of AID priorities, absorptive capability in the country, and other available resources for FP IEC. This has been the overall JHU/PCS objective. There has been a concentration of efforts in two countries--Honduras and several states of Nigeria--and limited and highly selective assistance in more than 40 countries. JHU/PCS believes that this selective approach is best suited to the broad but very diverse needs that have been identified in FP IEC and provides the best overall results for the available resources.

Nevertheless, it is clear that any approach is seriously jeopardized by the current financial problems. The future of the JHU/PCS project depends on adequate funding to carry out the requests and recommendations from the field. A higher project ceiling and/or a project extension is essential to provide the resources needed to support any of these options. AID regional bureaus and some AID Missions are willing and eager to provide additional funds for designated IEC activities in their jurisdiction. Some have already done so, but problems within AID/W have so far made it impossible for JHU/PCS to meet current family planning IEC needs expressed by Missions and Bureaus. JHU/PCS has provided AID/W with budget estimates of the funds needed to support current requests for IEC assistance, whether funded through core funds or through "buy-in" funds. To date, no decision has been taken by AID/W regarding JHU/PCS funding levels for FY1986 and FY1987. The JHU/PCS FY1986 Work Plan submitted in early August 1985 has not yet been approved. Until these funding uncertainties can be resolved, JHU/PCS is placed in a very difficult position of struggling to maintain continuity of services and to uphold previous technical assistance and project funding commitments while facing the very real prospect of running out of funds before the end of FY1986, even with no new initiatives and cancellation of all ongoing projects by mid-1986.

Only after this fundamental issue is resolved can JHU/PCS address other important substantive issues in population/family planning IEC, such as the continuing challenges:

- ° to increase family planning acceptance and use by more and better communication about family planning;
- ° to rechannel the IEC efforts of all-too-many family planning agencies from a collection of miscellaneous products to the design of a coherent, "audience-driven" IEC program;
- ° to assist family planning agencies to make better use of local commercial resources while maintaining control over content and overall quality of the resulting products;

- to provide adequate training and on-the-job technical assistance to family planning IEC staff so that a critical mass of experienced IEC professionals is developed;
- to link IEC efforts closely with population and family planning program objectives and services to ensure maximum effectiveness;
- to promote exchange of information, techniques and experiences among population/family planning IEC specialists;
- to convince family planning administrators that effective communication programs are not only critical to program success but also an integral part of service delivery and of efforts to influence policy and public attitudes; and
- to document the lessons learned from IEC experience.

## IX. FINANCIAL REPORT

Vouchered expenditures for the period of October 1, 1984 through September 30, 1985 were \$3,405,437, and cumulative vouchered expenditures for the period of October 1, 1982 through September 30, 1985 were \$5,720,240 as indicated in Appendix I, Summary of Vouchered Expenditures and quarterly Financial Status Reports. The total amount of funds obligated by AID as of September 30, 1985 was \$8,861,845, of which JHU has in hand vouchered expenditures for all but \$3,141,605. The total approved budget for the project is \$9,895,000. Thus \$1,033,155 remains to be obligated by AID to JHU under the present Cooperative Agreement. (The Financial Status Report for the period June 30, 1985 through September 30, 1985 does not include the \$1,125,000 obligation made in Amendment No. 7 dated July 29, 1985 but it is included in the above figures.)

The expenditures reported in the quarterly Financial Status Reports (Appendix II-14) do not include accrued expenditures. A separate accounting has been prepared which includes accrued expenditures for U.S. contractors and international country project subagreements. Including accrued expenditures in the amount of \$367,014, a figure which is still incomplete because of delayed reporting from the field, total expenditures for the period October 1, 1984 through September 30, 1985 were \$3,772,451, and cumulative expenditures for the period October 1, 1982 through September 30, 1985 were \$6,087,253. Appendix J, Statement of Account, indicates expenditures compared to budget for Year Three of the project. The project was \$65,563 under budget for the year. Appendix K, Cumulative Expenditures, reflects the cumulative expenditures for Years 1, 2, and 3 of the project as of September 30, 1985 in the amount of \$6,087,253. Of the funds obligated to the project as of September 30, 1985 in the amount of \$8,861,845, JHU has expended all but \$2,774,592. At the average FY1985 monthly expenditure level of \$285,000, this would last for ten months.

Although the cumulative expenditures for Country Projects (including accruals) are stated in Appendix K as \$963,457, a total of \$2,014,304 has been obligated by JHU in subagreements as of September 30, 1985. Of the unexpended balance of \$2,774,592, the amount of \$1,050,847 is obligated to Country Projects, leaving a remaining balance of \$1,723,745 for all new projects, technical assistance, US contractors, audits, and other JHU/PCS core costs for the next two years.

Significant changes were made to the budget as a result of the provision of non-additive buy-in funds from several AID regional bureaus. A Statement of Account for each buy-in received to date is included in Appendices L1, L2, L3, L4, L5 and L6. Including those received in prior years, buy-in funds have been provided from the following regions:

Amendment No. 2 (Dated 09/14/83)	Africa	\$ 500,000
Amendment No. 4 (Dated 05/29/84)	Latin America	300,000
	Asia (India)	350,000
Amendment No. 6 (Dated 05/07/85)	Latin America (Mexico)	280,000
Amendment No. 7 (Dated 07/29/85)	Africa (Nigeria)	1,000,000
	Asia	125,000
Total Buy-ins		<hr/> \$2,555,000

Because the ceiling of the project budget has not yet been increased to allow additional funding for the buy-ins, JHU/PIP/PCS may be unable to recognize the most recent Africa/Asia buy-in (Amendment No. 7 for a total of \$1,125,000) which was obligated after the project was 2½ years old and nearly all funds were already committed to other activities. The current financial position of the project will not allow further "borrowing" from future years' funding to accommodate so-called "buy-ins," since future year funding has already, at the request of the Office of Population, been committed and/or expended for other activities.

Of the current budget ceiling of \$9,895,000, a total of \$7,138,100 has been expended through Year 3 (including accruals and country project obligations) leaving a balance of \$2,756,900 to complete Years 4 and 5 of the project. The borrowing from future years and the increased demand for JHU/PCS services have accelerated expenditures to the point that the project will expend the full \$9,895,000 before the end of FY1986, assuming the expenditure level in Year 4 is approximately the same as in Year 3. Expenditure levels have more than doubled each year of the project thus far and maintaining the same expenditure level in Year 4 as in Year 3 will require curtailing of numerous activities and rejection of all new requests for country project funding. JHU/PCS has addressed these issues in writing on numerous occasions with AID for more than a year with no written response. The matter has now become critical to the successful administration of the project.

Amendment No. 7 dated July 19, 1985 added language to Article I, H. Reports of the Cooperative Agreement that the University was unable to comply with in its stated form. The added language reads as follows:

"Project Expenditure Report - The Recipient shall prepare and submit to the AID Cognizant Technical Office two copies of a quarterly expenditure report of the current and cumulative, actual and accrued project expenditures by line item, with an estimated budget for the remainder of the funding period. This report will include obligations, accrued outlays and balances by geographic region and country if funding is so designated. This information shall be prepared for each source of funds (i.e. ST/POP, AFR/TR/POP, etc.) and attached to the financial reports required by the applicable payment provision."

The University requested clarification of the following points on August 30, 1985 but has not yet received a reply:

1. The funds subject to the added language must be identified;
2. The specific reporting format must be identified.

The reporting problem is clearly related to the need to raise the ceiling of the Cooperative Agreement so that funds which are considered buy-ins are specifically identified as additive to the core costs. JHU/PCS has repeatedly requested clarification on this point, but, as noted, the issue remains unsettled.

In summary, serious financial issues critical to the future success of the project remain unresolved. Although the project enjoyed a successful Year 3, the Year 4 Work Plan and Budget, submitted on August 1, 1985, have not yet been approved (as of December 31, 1985) because of these financial issues.

In accordance with Standard Provision No. 13A, paragraph C, listed below are the non-expendable equipment purchases during the period of October 1, 1984 through September 30, 1985 having an acquisition cost of \$1,000 or more:

<u>Vendor</u>	<u>Description</u>	<u>Number of Items</u>	<u>Date Purchased</u>	<u>Cost</u>	<u>P.O. Number</u>
CPT Corp.	CPT 8525 Word Processing System	1	01/24/85	\$ 5,390	04206
CPT Corp.	Rotary VIII	1	02/06/85	1,700	04206
CPT Corp.	CPT 8525 Word Processing System	1	02/22/85	5,890	04217
IBM Corp.	IBM PC System	1	11/06/84	1,645	04273
Logical Choice	IBM PC System	1	04/22/85	1,605	76540
Maryland Office Supply	Hewlett-Packard Laser Printer	1	04/09/85	2,456	76518
CPT Corp.	Shared Resource System	1	08/07/85	<u>3,553</u>	09877*
				<u>\$22,239</u>	

\*Partial Payment

September 30, 1985

## THE JOHNS HOPKINS UNIVERSITY STAFF WORKING ON THE PCS PROJECT

<u>Name</u>	<u>Title</u>	<u>Percent of Time Allocated to PCS</u>	<u>Function</u>
Phyllis T. Piotrow	Director, PIP and Principal Investigator, PCS project	50%	Program guidance and communication expertise
Cynthia P. Green	Project Director	100%	Program management and coordination
Ronald H. Magarick	Deputy Project Director	100%	Program administration; supervision of field support and Media/Materials Collection
Patrick L. Coleman	Regional Program Coordinator	100%	Latin American programs (excluding Haiti)
Mona Y. Grieser	Regional Program Coordinator	100%	Programs in Near East and Francophone Africa
Wilma W. Lynn	Regional Program Coordinator	100%	Programs in Anglophone East and Southern African countries
José G. Rimon II	Regional Program Coordinator	100%	Programs in Asia and Nigeria
Margaret B. Parlato	Regional Program Coordinator	91%	Programs in Francophone Africa and Haiti; Africa regional broadcasters' project
Maxwell S. Senior	Regional Program Coordinator	100%	Programs in Africa; training
Fred W. Reed	Regional Communication Advisor (Asia)	100%	Technical assistance to USAID/New Delhi and to other Asia programs
Abagomi C. Daramola	Communication Specialist	20%	Technical assistance for Nigeria activities
Alice I. Payne	Assistant Program Coordinator	100%	Backstopping for programs in Latin America
Joan W. Schubert	Assistant Program Coordinator	100%	Backstopping for programs in Francophone Africa and the Near East
Kim E. Winnard	Assistant Program Coordinator	100%	Backstopping for programs in Nigeria and Asia
J. Eric Davis	Program Support Assistant	100%	Coordination of overseas travel, briefings and reports
Ann B. Jimerson	Media/Materials Coordinator	100%	Media/Materials Collection
Susan Leibtag	Librarian	50%	Media/Materials Collection
Susan C. Krenn	Media/Materials Specialist	100%	Media/Materials Collection
Cynthia M. Bell	Media/Materials Assistant	100%	Media/Materials Collection
Linda L. Donhauser	Financial Manager	80%	Administration
Vera E. Ford	PCS Administrator	100%	Administration
Susan H. Dugan	Senior Contract Specialist	100%	Grants management
Karen M. Coker	Budget Assistant	100%	Administration
Liliana F. Elmore	Secretary to Project Director/Administration	100%	Administrative support
Katherine M. Reiter	Secretary/Deputy Project Director	100%	Clerical support

<u>Name</u>	<u>Title</u>	<u>Percent of Time Allocated to PCS</u>	<u>Function</u>
Debra G. Curbeam	Secretary/Asia & Nigeria	100%	Clerical support
Fay G. Behrens	Secretary/Latin America	100%	Clerical support
Cynthia N. Hayes	Secretary/Anglophone Africa	100%	Clerical support
Laurie Burke	Secretary/Francophone Africa	100%	Clerical support
<sup>1</sup> Linda D. McCall	Clerk Typist	100%	Clerical support
Risa C. Meyer	Secretary/Francophone Africa	80%	Clerical support
Miriam H. Labbok	Assistant Professor, Department of Population Dynamics	5%	Project development, evaluation
Walter W. Stender	Associate Director, PIP	7%	Distribution of films and audio-visual materials
Joseph H. Maier	Foreign Language Editor, PIP	5%	Translations and foreign language editor
Evelyn Brodie	Editorial Assistant, PIP	10%	Proofreading and copy editing
Starr Mickle	Secretary to Principal Investigator	25%	Clerical support
Rodolfo Aparentado	Mail Clerk	17%	Mailing
Laura C. Herold	Mail Clerk	25%	Mail sorting and distribution

<sup>1</sup>Resigned September 16, 1985.

September 30, 1985

## THE JOHNS HOPKINS UNIVERSITY STAFF WORKING ON THE PCS PROJECT

Name	Title	Percent of Time Allocated to PCS	Function
Phyllis I. Piotrow	Director, PIP and Principal Investigator, PCS project	50%	Program guidance and communication expertise
Cynthia P. Green	Project Director	100%	Program management and coordination
Ronald H. Magarick	Deputy Project Director	100%	Program administration; supervision of field support and Media/Materials Collection
Patrick L. Coleman	Regional Program Coordinator	100%	Latin American programs (excluding Haiti)
Mona Y. Grieser	Regional Program Coordinator	100%	Programs in Near East and Francophone Africa
Wilma H. Lynn	Regional Program Coordinator	100%	Programs in Anglophone East and Southern African countries
José G. Rimon II	Regional Program Coordinator	100%	Programs in Asia and Nigeria
Margaret B. Parlato	Regional Program Coordinator	91%	Programs in Francophone Africa and Haiti; Africa regional broadcasters' project
Maxwell S. Senior	Regional Program Coordinator	100%	Programs in Africa; training
Fred W. Reed	Regional Communication Advisor (Asia)	100%	Technical assistance to USAID/New Delhi and to other Asia programs
Abagomi C. Daramola	Communication Specialist	20%	Technical assistance for Nigeria activities
Alice I. Payne	Assistant Program Coordinator	100%	Backstopping for programs in Latin America
Joan W. Schubert	Assistant Program Coordinator	100%	Backstopping for programs in Francophone Africa and the Near East
Kim E. Winnard	Assistant Program Coordinator	100%	Backstopping for programs in Nigeria and Asia
J. Eric Davis	Program Support Assistant	100%	Coordination of overseas travel, briefings and reports
Ann B. Jimerson	Media/Materials Coordinator	100%	Media/Materials Collection
Susan Leibtag	Librarian	50%	Media/Materials Collection
Susan C. Krenn	Media/Materials Specialist	100%	Media/Materials Collection
Cynthia M. Bell	Media/Materials Assistant	100%	Media/Materials Collection
Linda L. Donhauser	Financial Manager	80%	Administration
Vera E. Ford	PCS Administrator	100%	Administration
Susan H. Dugan	Senior Contract Specialist	100%	Grants management
Karen M. Coker	Budget Assistant	100%	Administration
Liliana F. Elmore	Secretary to Project Director/Administration	100%	Administrative support
Katherine M. Reiter	Secretary/Deputy Project Director	100%	Clerical support

<u>Name</u>	<u>Title</u>	<u>Percent of Time Allocated to PCS</u>	<u>Function</u>
Debra G. Curbeam	Secretary/Asia & Nigeria	100%	Clerical support
Fay G. Behrens	Secretary/Latin America	100%	Clerical support
Cynthia N. Hayes	Secretary/Anglophone Africa	100%	Clerical support
Laurie Burke	Secretary/Francophone Africa	100%	Clerical support
<sup>1</sup> Linda D. McCall	Clerk Typist	100%	Clerical support
Rita C. Meyer	Secretary/Francophone Africa	80%	Clerical support
Miriam H. Labbok	Assistant Professor, Department of Population Dynamics	5%	Project development, evaluation
Walter W. Stender	Associate Director, PIP	7%	Distribution of films and audio-visual materials
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Evelyn Brodie	Editorial Assistant, PIP	10%	Proofreading and copy editing
Starr Mickle	Secretary to Principal Investigator	25%	Clerical support
Rodolfo Aparentado	Mail Clerk	17%	Mailing
Laura C. Herold	Mail Clerk	25%	Mail sorting and distribution

<sup>1</sup>Resigned September 16, 1985.

BACKGROUND INFORMATION ON THE JOHNS HOPKINS UNIVERSITY  
STAFF WORKING ON THE PCS PROJECT

Phyllis T. Piotrow, Ph.D. (Political Science and Population Dynamics) -- Director, Population Information Program (PIP) and Principal Investigator, Population Communication Services project. Dr. Piotrow has worked in international population, population policy, and communication programs since 1965. She initiated PIP and has served ten years as head of PIP. She has served in numerous advisory and/or executive positions, both in the public and private sectors.

Cynthia P. Green, M.A. (Communication Arts and Demography) -- Project Director. Ms. Green has worked in population/family planning communication for the past 15 years and has served as a consultant and volunteer for a number of private agencies in the population field. She has extensive experience in media relations, print materials production, public information and training.

Ronald H. Magarick, Ph.D. (Health Education) -- Deputy Project Director. Dr. Magarick has worked in family planning training and health education programs for more than a decade and has developed training programs in a number of African and Near East countries. He has taught health education at the university level and holds a faculty appointment at Johns Hopkins University.

Linda L. Donhauser -- Financial Manager. Mrs. Donhauser has 18 years experience in financial and personnel management. This is her 22nd year at Johns Hopkins, of which the last five have been with PIP. She manages the financial and administrative support functions for both the PIP Contract and the PCS Cooperative Agreement.

Field Operations

Patrick L. Coleman, M.A. (Communication) -- Regional Program Coordinator for Latin America (excluding Haiti). Mr. Coleman is a specialist in radio and TV production and audio-visual equipment. He trained and worked with Professor Donald Bogue at the University of Chicago and has worked in family planning communication in several Latin American countries.

Mona Y. Grieser, M.A., M.P.H. -- Regional Program Coordinator for several Francophone African countries and the Near East. Mrs. Grieser has worked in educational radio/TV production, taught international broadcasting and served as communication consultant to international organizations. She has long-term residential field experience managing USAID primary health care training projects in Africa and has served as a health consultant for international organizations in both Africa and Asia. Mrs. Grieser has doctoral-level academic background in nonformal education and training and speaks five languages.

Wilma H. Lynn, M.A. (Communication) -- Regional Program Coordinator for Anglophone East and Southern Africa. Ms. Lynn is an international communication specialist with emphasis on broadcast media (radio and TV). Ms. Lynn has worked in the development communication field for over eight years in Africa, the Near East, and the Caribbean.

Margaret B. Parlato, A.B. (Economics) -- Regional Program Coordinator for several Francophone African countries and Haiti. Ms. Parlato has extensive field experience as an independent consultant in planning and execution of mass communication programs, evaluation of primary health care programs, and health policy and planning.

Fred W. Reed, Ph.D. (Sociology) -- Regional Communication Advisor (Asia) providing technical assistance to USAID/New Delhi and to other Asia programs. Dr. Reed worked in development communication for more than 20 years and has extensive field experience in Asia, Near East, and Africa.

José G. Rimon II, M.A. (Communication) -- Regional Program Coordinator for Asia and Nigeria. Mr. Rimon has had a decade of experience in communication planning and strategy; design, development, management, implementation, and evaluation of IEC programs and projects involving various forms of media. He has taught courses on development communication and worked as short-term consultant to international/regional organizations.

Maxwell S. Senior, Ed.D. (Educational Media/Technology) -- Regional Program Coordinator for several African countries. Dr. Senior is a development communication specialist with broad experience in a variety of media, including radio, TV and print materials. He has more than 12 years experience in communication training, program management and evaluation and broadcasting.

Alice I. Payne, M.P.H. (International Health/Population and Family Health) -- Assistant Program Coordinator for Latin America. Ms. Payne has experience in a wide range of mass media techniques including developing a commercial and family life education comic book aimed at urban Hispanic adolescents. She has also worked in health education and integrated rural development projects in Latin America.

Joan W. Schubert, M.P.H. (International Health/Population and Family Planning) -- Assistant Program Coordinator for Francophone Africa and the Near East. Ms. Schubert has worked for several years in West Africa as a health educator and most recently in Zaire as a communications researcher. Her experience includes the design of nonformal education, training and field data collection.

Kim E. Winnard, M.A. (International Development) -- Assistant Program Coordinator for Asia and Nigeria. Mr. Winnard has extensive experience in the United States and the Philippines as an illustrator and manager of development communication and extension projects.

Abayomi C. Daramola, Ph.D. (Communication) -- Communication Specialist, Nigeria. Dr. Daramola wrote his doctoral dissertation on population communication in Nigeria. He has had experience in designing advertising campaigns and lectures on public relations and advertising at the University of Lagos.

J. Eric Davis -- Field Support Assistant. Mr. Davis coordinates all travel arrangements for project staff and consultants, in addition to providing administrative support to the Deputy Project Director.

## Media/Materials Collection

Ann B. Jimerson, B.F.A. (Art Education) -- Media/Materials Coordinator. Ms. Jimerson has extensive experience as an independent consultant in the production of low-cost audio-visual aids and the design of nonformal education programs. She has also worked in training, curriculum design and materials pretesting and evaluation.

Susan A. Leibtag, M.L.S. (Library Science) -- Librarian. Ms. Leibtag has worked as a cataloger/reference librarian at the JHU Population Dynamics/Maternal and Child Health Library and as an abstractor and indexer for PIP. She is particularly experienced in the cataloging and maintenance of special collections.

Susan C. Krenn (Modern Languages) -- Media/Materials Specialist. Ms. Krenn has previous family planning/population experience through the administration of international training programs focusing on management of family planning, development and health organizations.

## Administration

Vera E. Ford, B.S. (Business Administration) -- Administrative Assistant. Ms. Ford has nine years experience in financial and administrative operations in both the public and private sectors, including budget analysis, evaluation and implementation, auditing and program management.

Susan H. Dugan, B.A. (Spanish) -- Senior Contract Specialist. Ms. Dugan has eight years experience in financial and administrative operations, including budget preparation and analysis. Her previous positions have included the management of a Federal Public Service Employment grant and a NASA contract.

Karen M. Coker -- Budget Assistant. Ms. Coker provides financial and clerical support to the PCS Administrator and processes and coordinates all orders for supplies and materials. During her four years at Johns Hopkins, she has had experience as an Administrative Secretary and a Budget Analyst.

## INTERNATIONAL TRAVEL SCHEDULE FOR JHU/PCS STAFF, CONTRACTORS AND CONSULTANTS

1984

October	November	December
Casanova, Maria Elena (PIACT) W-Mexico: 10/1-31	Azurdia, Maria Victoria (C) **Honduras: 11/5-17	Coleman, Patrick **Brazil: 12/1-8
Cohen, Sylvia (C) **Somalia: 10/1-8	Casanova, Maria Elena (PIACT) W-Mexico: 11/1-17	Langlois, Philippe (C) W-Boston: 12/10-12 W-Baltimore: 12/12-13
Folch-Lyon, Evelyn (PIACT) W-Mexico: 10/1-7	Coleman, Patrick **Mexico: 11/1-11/10 **Bolivia: 11/25-11/30	Lynn, Wilma **Jordan: 12/1-8
Fussell, Diana (PIACT) **Zimbabwe: 10/7-30	Folch-Lyon, Evelyn (PIACT) W-Mexico: 11/4-30	Palmore, James (C) **India: 12/1-10
Haffey, Joan (PIACT) **Sudan: 10/1-6	Green, Cynthia W-United Kingdom: 11/1 **Sierra Leone: 11/4-10 **Kenya: 11/11-24	Rimon, José **Nigeria: 12/1-13
Jimerson, Ann **Costa Rica: 10/29-11/8	Jimerson, Ann **Costa Rica: 11/5-8	Sen Gupta, Subroto (C) W-India: 12/1-10
Langlois, Philippe (C) **Burkina Faso: 10/14-11/14	Kulakow, Ailan (AED) **Kenya: 11/18-24	Stokes, Michael (AED-C) **Bolivia: 12/1-8
Lediard, Mark (AED) **Kenya: 10/21-11/24	Langlois, Philippe (C) **Burkina Faso: 11/1-14	Vigano, Oscar (AED) **Bolivia: 12/1-8
Parlato, Margaret **Senegal: 10/6-12	Lediard, Mark (AED) **Kenya: 11/12-24	Wittet, Scott (PIACT) **Senegal: 12/1-6
Piotrow, Phyllis **Nigeria: 10/27-11/3	Lynn, Wilma **Kenya: 11/11-24	Worrall, Robert (C) **India: 12/1-7
Reed, Fred (C) W-Baltimore, MD: 10/22-23	Obetsebi-Lampitey, Jake (C) **Kenya: 11/16-21	
	Parlato, Margaret **Kenya: 11/12-24	
	Piotrow, Phyllis **Nigeria: 11/1-3 **Sierra Leone: 11/4-10	
	Rimon, José **Nigeria: 11/18-12/13	
	Taylor-Ide, Daniel (AED-C) **Nepal: 11/1-14	
	Velásquez, Rubén (C) **Honduras: 11/5-17	
	Vigano, Oscar (AED) **Peru: 11/25-30	
	Wittet, Scott (PIACT) **Senegal: 11/15-12/6	
	Worrall, Robert (C) **India: 11/26-12/7	

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## INTERNATIONAL TRAVEL SCHEDULE FOR JHU/PCS STAFF, CONTRACTORS AND CONSULTANTS

1985

January	February	March
Inda, Caridad (C) **Mexico: 1/20-26	Becker, Carol (C) **Nigeria: 2/14-3/6	Alvarez, José V. (AED-C) **Ecuador: 3/8-29
Kincaid, D. Lawrence (C) **Costa Rica: 1/7-12 **Honduras: 1/12-19	Coleman, Patrick **Mexico: 2/4-8 **Honduras: 2/9-15 **Jamaica: 2/16-23	Becker, Carol (C) **Nigeria: 3/1-15
Langlois, Philippe (C) **Haiti: 1/20-2/14	Dondi, Nicholas (AED-C) **Uganda: 2/16-3/1	Boone, John (C) W-Baltimore: 3/26 **Nigeria: 3/27-4/18
Quereshi, Mohammed (C) W-Baltimore, MD: 1/20-22	Green, Cynthia **Senegal: 2/17-23 **Liberia: 2/24-3/1	Green, Cynthia **Zimbabwe: 3/3-6 **Kenya: 3/6-9 W-U.K.: 3/10-12
Reed, Fred **India: 1/16/85-4/7/85	Grieser, Mona **Senegal: 2/17-25 **Burkina Faso: 2/26-3/8	Grieser, Mona **Burkina Faso: 3/1-8 W-U.K.: 3/9-12
Schubert, Joan **Haiti: 1/23-2/14	Kulakow, Allan (AED) **Senegal: 2/17-22	Griffin, Robert (C) W-Japan: 3/5-8 **Thailand: 3/11-4/20
Wittet, Scott (PIACT) **Nepal: 1/8-31	Langlois, Philippe (C) **Haiti: 2/1-10 **Burkina Faso: 2/26-3/2	Haffey, Joan (PIACT) **Sudan: 3/9-18
Zimmerman, Margot (PIACT) **Nepal: 1/8-24	Lisy, Michelle (AED-C) **Senegal: 2/8-28	Kazi, Carol (PIACT) **Nigeria: 3/6-15
	Lynn, Wilma **Kenya: 2/10-15 **Uganda: 2/16-3/1	Leslie, Raymond (C) **Burundi: 3/25-4/15
	Parlato, Margaret **Senegal: 2/16-24 **Gambia: 2/25-26	Langlois, Philippe (C) **Burkina Faso: 3/1-2
	Payne, Alice **Mexico: 2/4-8 **Honduras: 2/9-15	Lynn, Wilma **Zimbabwe: 3/2-3/6 **Kenya: 3/6-10 **Swaziland: 3/10-15
	Rimon, José **Nigeria: 2/22-3/15	Rimon, José **Nigeria: 3/1-15
	Schubert, Joan **Haiti: 2/1-14	Senior, Maxwell **Liberia: 3/1-5 **Sierra Leone: 3/6-15
	Senior, Maxwell **Liberia: 2/22-3/4	Vigand, Oscar (AED) **Ecuador: 3/15-29
		Wittet, Scott (PIACT) **Burundi: 3/24-4/6

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PROJECTED INTERNATIONAL TRAVEL SCHEDULE FOR JHU/PCS STAFF, CONTRACTORS AND CONSULTANTS

1985

April	May	June
Boone, John (C) **Nigeria: 4/1-18 W-Baltimore: 4/19	Castellón, Nancy (COF/Bolivia) **Mexico: 5/1-4	Bucher, Miriam (C) **Mexico: 6/11-6/15
Castellón, Nancy (COF/Bolivia) **Honduras: 4/22-26 **Mexico: 4/29-5/4	Coleman, Patrick **Brazil: 5/5-12 **Bolivia: 5/12-17	Coleman, Patrick **Mexico: 6/10-6/18 **Honduras: 6/19-26 **Colombia: 6/26-29
Ferraz-Tabor, Lucia (PIACT-C) **Brazil: 4/8-13	Heath, Neill (AED) **Nigeria: 5/1-18	Grieser, Mona **Jordan: 6/3-13 W-Israel: 6/14-17 W-U.K.: 6/17-21
Griffin, Robert (C) **Thailand: 4/1-27 W-Baltimore: 4/29-5/1	Lediard, Mark (AED) **Kenya: 5/1-7 & 5/14-21	Kazi, Carol (PIACT) W-Nigeria: 6/29-7/2
Heath, Neill (AED) **Nigeria: 4/29-5/18	Llano, Omar (COF/Bolivia) **Mexico: 5/1-4	Kwakya, Sylvester (C) **Kenya: 6/29-7/3
Kincaid, D. Lawrence (C) W-Baltimore: 4/26	Rimon, José **Nigeria: 5/1-18	Lediard, Mark (AED) **Kenya: 6/22-7/3
Laloz, Raymond (C) **Burundi: 4/1-15	San Gupta, Subroto (C) W-India: 5/1-11	Marzouki, Abdelkader (C) **Jordan: 6/3-14
Lediard, Mark (AED) *Egypt: 4/14-21 **Kenya: 4/22-5/7		Mensah-Kumah, Opia (C) **Kenya: 6/29-7/3
Llano, Omar (COF/Bolivia) **Honduras: 4/22-26 **Mexico: 4/29-5/4		Payne, Alice **Mexico: 6/10-6/16 **Honduras: 6/16-22
Lynn, Wilma **Zimbabwe: 4/8-19		Piotrow, Phyllis **Kenya: 6/28-7/6
Martinez-Manautou, Jorge (C) **Honduras: 4/16-19		Rimon, José **Nigeria: 6/27-7/6
Payne, Alice **Honduras: 4/8-13		Wittet, Scott (PIACT) **Senegal: 6/11-24
Read, Fred W-Baltimore, MD: 4/8-12 **India: 4/22/85-10/1/86		
Rimon, José W-U.K.: 4/22-25 **Nigeria: 4/26-5/18		
San Gupta, Subroto (C) W-India: 4/19-5/11		
Wittet, Scott (PIACT) **Burundi: 4/1-9		

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PROJECTED INTERNATIONAL TRAVEL SCHEDULE FOR JHU/PCS STAFF, CONTRACTORS AND CONSULTANTS

1985

July	August	September
Arab World Workshop at JHU/PCS (7/29-8/16) **Barry, Abdel **El-Kamal, Farag **El-Machnouk, Mohammed **Ramadan, Effat	Arab World Workshop at JHU/PCS (8/1-16) **Barry, Abdel **El-Kamal, Farag **El-Machnouk, Mohammed **Ramadan, Effat	Coleman, Patrick **Brazil: 9/4-12 **Dominican Rep.: 9/25-28
Coleman, Patrick **Mexico: 7/14-17	Bucher, Miriam (C) **Mexico: 8/4-11	Farraz-Tabor, Lucia (PIACT-C) **Bolivia: 9/1-14
Hursh-Cesar, Gerald (C) **Liberia: 7/15-23 **Nigeria: 7/23-8/3	Coleman, Patrick **Ecuador: 8/7-13 **Brazil: 8/14-17 W-Los Angeles: 8/25-29	Kazi, Carol (PIACT) W-to JHU/PCS: 9/16
Kazi, Carol (PIACT) W-Nigeria: 6/29-7/2	Eshiwani, George (RETCO) W-To JHU/PCS: 8/13-14	Kincaid, D. Lawrence (C) **Nigeria: 9/1-8
Kwakyie, Sylvester (C) **Kenya: 7/1-3	Hursh-Cesar, Gerald (C) **Nigeria: 8/1-3	Langlois, Philippa (C) **Haiti: 9/1-18 W-to JHU/PCS: 9/25-26
Lediard, Mark (AED) **Kenya: 7/1-3	Kincaid, D. Lawrence (C) **Mexico: 8/12-21 **Nigeria: 8/23-9/8	Lediard, Mark (AED) **Nepal: 9/15-21
Lynn, Wilma **Senegal: 7/27-8/3	Langlois, Philippe (C) **Haiti: 8/28-9/19	Marinho, Luis (ABEPF) **Dominican Rep.: 9/25-28
Mensah-Kumah, Opia (C) **Kenya: 7/1-3	Lediard, Mark (AED) **Nepal: 8/26-31	Merizalde, Gustavo (PROFAMILIA) **Dominican Rep.: 9/25-28
Mutta, Billy (C) **Zimbabwe: 7/27-8/14	Lynn, Wilma **Senegal: 8/1-3	Newton, Nancy (PIACT) **Bolivia: 9/1-14 **Brazil: 9/29-10/13
Parlato, Margaret **Senegal: 7/8-14 **Ivory Coast: 7/14-17	Peat Marwick Representatives W-Costa Rica: 8/5-9 **Jordan: 8/15-22 **Nepal: 8/26-30	Parlato, Margaret W-France: 9/26-28 **Kenya: 9/29-10/13
Peat Marwick Representatives W-Mexico: 7/15-19	Schubert, Jean **Haiti: 8/25-9/20	Payne, Alice **Guatemala: 9/23-29 **Honduras: 9/29-10/3
Piotrow, Phyllis **Kenya: 7/1-6	Sen Gupta, Subroto (C) W-India: 8/2, 19, 20	Reed, Fred **Philippines: 9/25-10/10
Rimon, José **Nigeria: 7/1-6	Senior, Maxwell **Mauritius: 8/1-12	Rimon, José **Philippines: 9/24-10/10
Sen Gupta, Subroto (C) W-India: 7/23-25	Tisa, Benedict (C) **Zaire: 8/7-9/2	Rogers, Betty (C) **Kenya: 9/9-20
Senior, Maxwell **Mauritius: 7/24-8/12		Seldivar, César (FEMAP) **Dominican Rep.: 9/25-28
Valdivia, Lionel (C) **Bolivia: 7/15-26		Schubert, Jean **Haiti: 9/1-20
Wittet, Scott (PIACT) **Nepal: 7/15-30		Tisa, Benedict (C) **Zaire: 9/1-2
		Worrall, Robert (C) **Pakistan: 9/9-23
		Wittet, Scott (PIACT) **Nepal: 9/9-10/9

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
AFRICA			
Regional	<p>CP/MW--Project (\$72,472 for 18 months; PCS Project Number AF-SEN-01) with Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA) to develop Africa-wide media program including a monthly bulletin for broadcast officials, 2 workshops, one for Anglophone and one for Francophone broadcasters, and mini-grants for broadcasting agencies in at least 4 countries for the production of FH/FP radio programs. Project initiated 7/30/84, and given a no-cost extension until 1/31/86. Workplan and budget for second phase are being developed. Goal is to increase URTNA involvement in development and monitoring of radio efforts in the region.</p>	<p>The Family Health Broadcast Workshop for 40 broadcasters and FP experts from 13 Anglophone countries was held in Nairobi from Nov. 19-24, 1984. Green, Parlato and Lynn from JHU/PCS and Lediard and Kulakow from AED attended. The Francophone workshop was held in Dakar Feb. 18-22, 1985 for 43 participants from 11 countries. Parlato, Green and Grieser from JHU/PCS and Kulakow and Lioy (AED) attended. Many good radio projects were developed. JHU/PCS has held follow-up meetings in Liberia, Ivory Coast, Kenya and Senegal to help finalize radio proposals and incorporate planned activities into bilateral project plans. First issue of Family Health Broadcast Bulletin to appear in late 1985. In July Parlato met with URTNA and URTNA/Programme Exchange Centre (PEC) to review progress and develop a plan of activities and budget for next project year. In August and September, radio producer Betty Rogers worked with URTNA/PEC in Nairobi; 3 demonstration FP tapes were produced. These will be sent to URTNA'S 42 member countries. Parlato to visit Nairobi Oct. 7-14 to develop procedures for radio interview series with African FP experts, and mini-grant programs for broadcast organizations.</p>	Parlato

CODES: NA: Needs Assessment; CP: Country Projects (Development, Monitoring and Evaluation);  
 TA: Technical Assistance; FM: Films and Materials; MW: Meetings and Workshops

## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Regional	TA--Centre for African Family Studies (CAFS) has requested assistance in developing a comprehensive IEC training program over 3 years.	Proposal planning meetings were held in Nairobi Nov. 1984 and Mar. 1985 with CAFS and REDSO/ESA. Lediard (AED) attended IEC training needs assessment meeting held in May. Purpose, scope of needs assessment and criteria for country selection were developed. In-country institutions and the type of information to be collected were identified. The profile of a new IEC officer was established. JHU/PCS submitted proposal to REDSO/ESA in July 1985 and agreement was reached to do needs assessment and provide TA to strengthen CAFS institutional capabilities over next two years. Phyllis Piotrow and Mark Lediard (AED) visited Nairobi July 1985 to review funding arrangements with AID/REDSO/ESA for the CAFS project. Senior to visit Nov. 10-12, 1985 to review guidelines and plans for training. NA visits to nine countries are tentatively planned for March 1986.	Senior
	FM--Development of a set of basic "generic" print materials on contraceptive methods for distribution throughout Africa. Items to be developed include: fieldworker booklet; client booklet; flipchart; and wallchart, each in English and French.	Discussions to plan the project have been held with AID/Washington, PIACI, and JHU/PCS staff. An artist has been hired. Drafts of two booklets--one for fieldworkers and one for potential FP users--have been prepared by PIACI and reviewed by JHU/PCS staff and outside experts. Draft of wallchart completed. Preliminary plans laid for pretesting all materials in two Anglophone and two Francophone countries. Project currently on hold awaiting resolution of funding issues.	Jimerson
	MW--Workshop for Anglophone and Francophone FPA Executive Directors on the development, planning and management of IEC programs and use of materials to help FPAs throughout Africa develop more effective IEC programs.	Mark Lediard (AED) and Phyllis Piotrow, in collaboration with communication consultants Sylvester Kwakye and Opia Mensah-Kumah, conducted two-day workshop (July 1-2, 1985) in Nairobi for 22 Executive Directors of family planning associations.	Senior
Benin	CP/TA--Family Planning Association has requested assistance to develop expanded IEC program.	TA visit being planned for spring 1986.	Grieser
Botswana	TA--MOH requested JHU/PCS assistance in identifying consultants to work with MCH/FP Division.	University of Michigan intern will assist MCH/FP Division of MCH in IEC activities.	Lynn

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Botswana	TA--MOH has requested JHU/PCS assistance to MCH/FP Division to develop 4-year I&E plan for MCH/FP for World Bank Family Health Project.	Awaiting request from MOH for TA visit by Lynn.	Lynn
Burkina Faso	CP/TA--To provide financial and technical support to implement IEC programs with the Ministry of Social Welfare. Project (\$69,793 over 18 months; PCS Project Number AF-BKF-01) will produce a film and print materials, develop a logo, train front-line health workers in IEC and carry out a mini-campaign. Project started Oct. 1, 1985.	Philippe Langlois (C) participated in development of a pre-PID document from Oct. 14-Nov 14, 1984. As a result, plan was developed to provide interim IEC project funds prior to start of AID bilateral project. Mona Grieser and Philippe Langlois (C) visited Burkina Feb. 25-March 8, 1985 to develop country project. Joan Schubert and Philippe Langlois (C) provided TA for project start-up and led IEC workshop held Oct. 14-25, 1985.	Grieser
Burundi	TA--AID Mission/MOE requested assistance in preparing proposal for introduction of pop-ed in curriculum of primary and secondary schools.	Pop-ed specialist Raymond Lallez (C) worked with MOE to prepare requested proposal Mar. 25-Apr. 15, 1985.	Grieser
	TA--AID Mission has requested TA from PIACT to help MOE, MOH, INADES, Ministry of Women's Affairs, and other organizations develop an integrated plan for print materials development.	Scott Wittet (PIACT) visited Mar. 24-Apr. 6, 1985 and, with AID Mission, prepared draft proposal for INADES to develop print materials for non-readers. The two-year project, which would be funded by AID, includes booklets, three posters, and one calendar.	Grieser
Ghana	NA/CP--AID Mission requested JHU/PCS team to visit country in October 1985 to assess IEC needs in public and private sectors and to develop an appropriate IEC strategy.	JHU/PCS in collaboration with Mrs. Assan, MOH National FP Coordinator, outlined an IEC plan which was included in project paper developed by Bill Bair during Oct. 1984 TDY to Ghana. Program involves the development of national IEC program, including materials to be developed under possible subcontract with advertising firm. URTNA participants have developed a proposal for comprehensive campaign on early pregnancy. JHU/PCS Regional Program Coordinators Maxwell S. Senior and Margaret Paristo scheduled to visit Ghana Oct. 26-Nov. 9, 1985 to conduct needs assessment and to work with URTNA participants on proposal.	Senior

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Ivory Coast	MW--MOH and the Ivory Coast Broadcast Organization (RTI) have expressed interest in holding radio training workshop on MCH/FP for health and broadcast personnel. More broadscale assistance in IEC also being sought by MOH.	Margaret Parlato met with radio officials during Feb. 25-26, 1985 visit. GOIC expected to make official request for assistance through URTNA/JHU Family Health Broadcast Project. URTNA Director of Programme Exchange Centre made follow-up visit during July country visit (not funded by JHU/PCS funds). July 14-17 Parlato met with RTI, MOH and UNFPA representatives to discuss possible JHU/PCS assistance in developing radio/TV activities, in conjunction with UNFPA project. Proposal being prepared by MOH.	Parlato
	CP--at URTNA workshop held in Dakar, radio broadcasters expressed interest in developing a new radio drama series on FH/FP.	JHU/PCS, in collaboration with AED, is planning a study tour of Mexico's Televisa production facilities for representatives from Senegal and Ivory Coast. It is scheduled for Jan. 13-15, 1986.	Parlato
Kenya	CP--Support to Stellagraphics for the production of a series of videotaped population/family planning messages for use both on national TV and through mobile van systems of Kenya. (\$66,700 over 11 months; PCS Project Number AF-KEN-31.) Pre-testing and evaluation of videos will be done by RETCO under a separate subagreement.	Wilma Lynn finalized proposal during Nov. 1984 visit to Kenya. Stellagraphics project started Apr. 14, 1985. RETCO project started July 15, 1985. In-country project monitoring conducted by Mark Lediard (AED) during April Nairobi visit. Phyllis Piotrow and Lediard (AED) monitored status of project during June/July visit. Lynn to monitor production during Oct. 4-20, 1985 visit.	Lynn
	TA--TA requested for 4 weeks to develop IEC workplan and budget for AID/MOH bilateral project.	Mark Lediard (AED) revised and prepared IEC component of PP in April/May 1985.	Lynn
	TA--To evaluate mass media activities of non-governmental agencies funded by the National Council on Population & Development & prepare scopes of work & budget for increased mass media programs to be funded by USAID/Nairobi.	In Oct.-Nov. 1984, Mark Lediard (AED) and Suzanne Saulniers (AED consultant) conducted evaluation and prepared scopes of work and budget for increased mass media programs to be funded by USAID/ Nairobi.	Lynn
	CP--Support to Research Evaluation and Training Consultancy Ltd. (\$47,580 over 9 months; PCS Project Number AF-KEN-02) for field pretesting and summative evaluation of FP videos produced by Stellagraphics.	Wilma Lynn finalized RETCO proposal in Feb. 1985 visit. Phyllis Piotrow and Mark Lediard (AED) monitored status of project in June/July visit. RETCO Project Director George Eshiwani visited JHU in Aug. 1985. Lynn to provide TA to RETCO in field pretesting of FP videos during Oct. 4-20, 1985 project monitoring visit.	Lynn
Lesotho	TA--JHU/PCS requested to field IEC consultant for PP mission.	A two-week trip to provide TA in preparing IEC component of PP now being planned. JHU/PCS awaiting specific dates from REDSO and AID/Africa Bureau.	Lynn

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Liberia	CP--Funding to Medex, Inc. to produce a TV version of the RAPID video presentation (\$14,120 over 17 months; PCS Project Number AF-LIS-01). Project extended through 3/31/86.	TV script developed by Philippe Langlois (C) and sent to Medex in Oct. 1984. Maxwell Senior and Cynthia Green reviewed raw footage during Feb. 25-Mar. 3, 1985 visit. Film production was delayed due to animation segment sent to US for processing. This was processed and sent to Liberia July 1985. JHU/PCS consultant Dr. Gerald Hursh-Ceser visited Liberia July 16-23, 1985 to establish evaluation procedures with Liberia Broadcasting System. Video completed Sept. 1985. Copy was sent to JHU/PCS for transfer to film. Distribution by FPAL and evaluation of video to be completed by early 1986.	Senior
	CP--To develop print material on NFP with Family Life Promotion Project (FLPP). Request came during country visit by Senior and Green in Feb./Mar. 1985.	JHU/PCS had scheduled consultant visit for Oct. 1985. However, Mission requested that JHU/PCS suspend project planning until further assessment of long-term IEC strategy for country.	Senior
	CP--Work with the Liberian Rural Communication Network (LRCN), Liberia Broadcasting System (LBS) and FPAL (URTNA group members) on a radio social drama on family health.	Senior and Green visited Feb. 25-Mar. 3, 1985 to discuss URTNA follow-up plans. Plans for radio social drama were made as prelude to larger multimedia campaign and more extensive use of rural radio network expected to be operational by mid-1986. AID Mission has asked JHU/PCS to suspend project planning activities until AID bilateral materializes.	Senior
Madagascar	TA--USAID included IEC specialist as part of FP needs assessment team in April 1985. Request for JHU/PCS services may follow as result of NA.	JHU/PCS awaiting AID/W request.	Parlato
Malawi	TA--JHU/PCS requested to participate in PID and PP teams.	Two one-month trips to provide TA in preparing IEC component of PID/PP tentatively planned. JHU/PCS awaiting information on specific dates from REDSG/ESA.	Lynn
Mali	NA/CP--As a result of NA, project (\$52,992 over 18 months; PCS Project Number AF-MAI-01) initiated Oct. 1, 1985 with Mali FPA to provide educational materials for clinic personnel, improve radio programming and involve the National Union of Malian Women (UNFM) in promoting FP.	Parlato conducted NA and developed project with FPA and MDH during Sept. 24-Oct. 6, 1984 visit. Schubert met with AMPFF IEC Director in Washington, D.C. in Oct. 1985 to plan start-up activities. Monitoring visit planned in late 1985/early 1986. TA visit to conduct focus groups discussions also planned.	Parlato
Mauritius	NA/MW--The Mauritius Family Planning Association requested JHU/PCS assistance in training in broadcast production planning and content development.	Request deferred due to JHU/PCS funding constraints.	Grieser

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Niger	Due to a major change in government policy towards FP, JHU/PCS assistance may be requested in late 1985. Sarah Clark visited Niger in mid-1985 to assess TA & CP needs and to develop a plan for using resources of centrally-funded projects.	JHU/PCS staff met with Columbia University FP advisor resident in Niger in June to discuss resources available to support IEC effort in country. NA visit discussed. REDSO/WCA is expected to make request after a USAID Population Advisor is recruited.	Parlato
Nigeria	CP--Project with Planned Parenthood Federation of Nigeria (PPFN) started 11/1/84. This project will support printing of FP booklets for FP clients/potential clients. PPFN will also coordinate the national distribution of the booklets. (\$74,290 for 1 year; PCS Project Number AF-NGA-92)	Yoruba pill, IUD and condom booklets arrived in Nigeria in July, 1984 and have been distributed by PPFN to all its branches in Yoruba states. Fine Print and Musobclaje Brothers won printing bids for similar booklets in Hausa, Ibo and Pidgin English. JHU/PCS has concurred with both printers. Printing started in May. Pathfinder Fund provided \$48,222 from cooperative agreement with USAID/Lagos to help support printing. PPFN has conducted January workshop for all Hausa, Ibo and Pidgin states to emphasize active distribution of these booklets. In subsequent visit by JHU/PCS RPC José Rimón and Neill Heath (AED) April 26-May 18, production of booklets had been ongoing for 3 weeks. Distribution began in June. Rimón returned to Nigeria June 28-July 6 to monitor PPFN booklet distribution. A total of 215,000 Hausa, Ibo and Pidgin English booklets were printed. To date, 16,800 copies have been distributed. Larry Kincaid, JHU/PCS consultant, visited project Aug. 26-Sept. 7 to develop protocol to evaluate distribution, use and impact of Yoruba print materials. Discussions on plan and strategy for evaluation will be held during Rimón/Winnard Nov.8-Dec 7, 1985 visit. No-cost extension for project through Jan. 31, 1986 also expected to be signed during visit.	Rimón

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

Region/Country	Nature of Request/Activity	Action Taken or Planned	Regional Program Coordinator
Nigeria	CP--Planned Parenthood Federation of Nigeria (PPFN) in conjunction with a local advertising firm, is conducting a model state comprehensive media plan in Plateau State using TV, radio, print and interpersonal media. Many of the materials from this campaign would be available for distribution throughout Nigeria. (\$245,209 over 2 years; PCS Project Number AF-NGA-03)	Project started Jan. 1, 1985. A total of 18 advertising agencies were invited to bid, six participated, and three were shortlisted and requested to make a presentation to PPFN and JHU/PCS RPC Rimon. Final choice was PAL Nigeria Ltd. All personnel to be recruited in AF-NGA-03 have been identified and have accepted positions. Project Advisory Committee based in Jos has been formed. In subsequent visits by Rimon to Nigeria April 26-May 16, 1985 and June 28-July 6, 1985 discussions were held to assess progress of project. Gerald Hursh-Cesar, JHU/PCS consultant, visited project July 26-Aug. 3 to set up system of data collection and evaluation. System to be reviewed during Rimon/Winnard visit Nov. 8 - Dec. 7, 1985. Also, on-going activities will be monitored and system to collect and evaluate data will be established in collaboration with Centers for Disease Control (CDC).	Rimon
	CP--Kwara State Family Health Project (\$86,947 over 2 years; PCS Project Number AF-NGA-01). This project will produce family health radio, TV and newspaper announcements and provide orientation in communication techniques to MOH clinic staff. The first year it will operate in Ilorin and then expand statewide. It has a large evaluation component.	Project visited by Phyllis Piotrow in 10/84. Schedule of TA visits developed. During José Rimon's Nov/Dec 1984 visit, preliminary pretesting was done for radio/TV spots and newspaper ads. Final versions will be done in English & Yoruba. In Rimon's subsequent visit, Mar. 3-5, six radio spots were produced and four were chosen for final pretesting. Scripts for four TV spots were finalized and production negotiated with NTA/Ilorin. One newspaper ad was pretested & finalized & one more was developed. Media campaign rescheduled for June due to delay in availability of funds traceable to unusual banking procedures. Opening ceremonies of state-wide campaign held June 27, 1985. Four radio began airing twice a week each for 3 months. One TV spot began airing daily and weekly newspaper ad for 6 weeks began circulation. Free TV air time may be granted by NTA/Ilorin and free FP services have been restored by MOH in negotiation with JHU/PCS. In subsequent visits by Rimon and Neill Heath (AED) to Nigeria April 26-May 18, and by Rimon June 28-July 6, discussions were held to assess progress of project. During Rimon/Winnard trip Nov. 8-Dec. 7, 1985, on-going projects will be monitored and system to collect and evaluate data will be established in collaboration with CDC.	Rimon

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<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Nigeria	CP/MW--National Radio/TV Workshop for Nigeria to be modeled after URTNA. Project to be co-sponsored by PPFN, MOH Federal Radio Corporation of Nigeria (FRCN), National Television Authority (NTA) and Ministry of Information (MOI). Estimated budget is \$70,494 over 12 months. (PCS Project Number AF-NGA-05).	Discussions were held by José Rimon in Nov. 1984 with Nigeria delegates to URTNA workshop from Federal Radio Corporation of Nigeria and PPFN. During March visit timetable for project preparation agreed with PPFN. Project document prepared by PPFN with FRCN and NTA participation. Expected date of workshop is May 1986. Project is projected to start Jan. 1, 1986.	Rimon
	CP--Print materials to support voluntary surgical contraception for women. Target population to focus on multiparous women. Estimated in-country cost is \$43,258 over 8 months. (PCS Project Number AF-NGA-04).	José Rimon explored project possibility with newly organized group called Fertility Association of Nigeria (FAN). Prof. O. Ladipo (UCH/Ibadan) indicated interest to do project with Fertility Research Unit (UCH/Ibadan). Project is expected to produce Yoruba, Ibo, Hausa and English pamphlets. During Rimon and Carol Kazi's (PIACT) visit in March, final project document prepared with Fertility Research Unit (FRU). In subsequent visits by Rimon and Neill Heath (AED) Apr. 26-May 18, discussions were held to finalize project plan. Dr. Otolorin (FRU) will direct project. Project will be implemented during Rimon/Winnard Nov. 8-Dec. 7, 1985 visit.	Rimon
	CP--TV comedy and drama programs for Yoruba-speaking areas, to be produced by Nigerian Television Authority (NTA), Ibadan.	Discussions were held with Mrs. Okunsanya, Controller of Programmes, NTA, Ibadan, during Nov. 1984 and Mar. 1985 visits by Rimon. Okunsanya to submit project document to reflect production of four pilot shows at N5,000 each. The pilots would be sponsored on a commercial basis. In subsequent visit by Rimon and Neill Heath (AED) Apr. 26-May 18, discussions held on progress of project proposal.	Rimon

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Region/CountryNature of Request/ActivityAction Taken or PlannedRegional  
Program  
Coordinator

Nigeria

CP--IEC projects to support Ogun State family planning campaign. Campaign includes: 5 radio spots, 2 TV spots, 2 1-hr TV dramas, 1 1-hr news/feature documentary, 4 posters and mimeographed handouts for distribution; 40 megaphones will be provided for use by nurses in their market visits. Total expenditures to date are \$7,084.

Ogun MOH agreed during José Rimón/Carol Becker (C) visit in Feb. 1985 to develop state IEC campaign. Carol Kazi (PIACT) visited Mar. 13-16, 1985 to finalize and pretest eight poster concepts. Consultant Jack Boone was in Ogun (Mar. 28-Apr. 17) to assist in development and production of material. In subsequent visits by Rimón/Heath (AED) Apr. 26-May 18, one-hour TV drama was reviewed favorably with minor editing. All 4 posters were produced (500 copies each). Ewi music with background dancing has been videotaped. The news feature has been reviewed and edited. 7,000 informational handouts have been mimeographed and distributed. Two megaphones have been received. Five radio and 2 TV spots were recorded during Kazi visit (May 18-25) and were pretested during her June 6-11 visit. Visit by Kazi and Rimón June 28-July 6 was timed to coincide with launching of Ogun State family planning program (July 1-5). Discussions will be held during Nov. 8-Dec. 7 visit to initiate new project activities.

Rimón

CP--IEC project to support Imo State campaign includes: one workshop on women's participation in promoting family health programs; a 30-minute radio soap opera for 26 weeks co-produced by MOH and Imo Broadcasting Corp.; two posters, flyers and banners to promote radio show; durable cue cards on contraceptives (cards to be used by nurses in dealing with clients). (Estimated project cost: \$41,190 over 1 year; PCS Project Number AF-NGA-06).

During José Rimón/Carol Becker (C) visit in Feb. 1985, IEC strategy to mobilize women's organizations agreed upon with Imo MOH officials. In subsequent visit by Rimón/Heath (AED) Apr. 26-May 18, draft project document prepared and agreed upon by State Family Planning Coordinator. Project will be implemented during José Rimón/Kim Winnard Nov. 8-Dec. 7, 1985 visit. Workshops planned for March, 1986.

Rimón

CP--Development of IEC project in Ondo State. Project includes a 30-minute radio drama on health and family planning issues; drama includes question/answer period after each show. Twenty-six shows would be developed, as well as two posters and flyers to promote the radio show. Scripts would be prepared by MOH and Ondo State Radiovision Corp. (Estimated cost: \$16,990 over 1 year.)

Preliminary discussions on IEC needs of Ondo State were conducted by Dr. Carol Becker (C) during her March visit. During visit by Rimón/Heath (AED) April 26-May 18, discussions were held and proposal drafted with Dr. Adetunji of School of Health Technology. Dr. Adetunji visited JHU June 24, 1985. Project is expected to start in March 1986.

Rimón

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Nigeria	FM--Sauci State MOH request for print materials regarding male responsibility and family planning.	Educational materials on male involvement in family planning sent Dec. 23, 1984.	Jimerson/ Rimon
	CP--IEC training on materials development for State-level IEC teams to be conducted in collaboration with University of Lagos Communications Department.	University of Lagos prepared a budget for a 21-day training workshop for all states with 5 representatives each; the training would be conducted in three phases, starting with Southern areas, the North and the East. Upon JHU/PCS review, it is recommended that the number of trainees be scaled down and the training limited to selected states. Expansion will depend on evaluation of the first session. Proposal may be developed with University of Lagos during Nov. 8-Dec. 7, 1985 trip.	
	CP--TV version of the Nigerian RAPID presentation. (Estimated project cost with NTA/Lagos: \$12,000 over 6 months; PCS Project Number AF-NGA-09).	Magarick and Rimon viewed RAPID presentation at Futures Group Washington office Apr. 4. Keys MacManus will inquire from FMOI on the staff assigned to work with the project. Project document to be finalized during Nov. 8-Dec. 7, 1985 visit.	Rimon
	TA--Recruitment of communication specialist based in Nigeria. Costs to be divided between JHU/PCS (20%) and Pathfinder Fund (80%).	Final interviews were conducted by Dr. Ajayi of Pathfinder Fund and Rimon Mar. 7. Dr. A.C. Daramola was hired. Dr. Daramola has Ph.D. from University of Illinois and is lecturer at University of Lagos. He began work May 1. During visit by Rimon/Heath April 26-May 18, Dr. Daramola was requested to: (1) visit Kwara State to provide TA on TV and radio production; (2) meet with Ms. Ezeokoli of NTA to discuss production of RAPID presentation. Dr. Daramola part of the JHU/PCS team during Nov. 8-Dec. 7, 1985 visit.	Rimon
	FM -- Posters on FP methods for clinics	JHU/PCS printed 5,000 posters of enlarged versions of IUD, Pill and condom covers of Yeruba booklets. Initial 1,000 copies of each brought to Nigeria by Rimon Nov. 19, 1984; all copies have been distributed.	Rimon
	CP--TV serial on FP messages which would include development and production of 13 part, 30-minute weekly TV series to promote health and family planning. Episodes would revolve around two Nigerian families: one follows good health and FP practices; one does not. Proposal with NTA/Enugu, in Anambra State. (Estimated cost: \$12,012 over 1 year; PCS Project Number AF-NGA-08).	During Rimon/Heath (AED) visit April/May, project proposal drafted. Project will be finalized during Nov. 8-Dec. 7 visit.	Rimon

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Nigeria	MW--Artists workshop to help artists conceptualize health and FP issues and present clear visual materials	During Rimon/Heath (AED) April/May visit, discussions were held on need for workshop for artists. Very positive responses. Project proposal being drafted.	Rimon
	CP--IEC Project to support FP activities in Bendel State	Discussions will be held with MOH, PPFN Branch and media agencies during Nov. 8-Dec. 7 visit by Rimon/Winnard team.	Rimon
	CP--IEC Project to support FP activities in Borno State	Discussions will be held with MOH, PPFN Branch and media agencies during Nov. 8-Dec. 7 visit by Kazi (PIACT).	Rimon
	CP--IEC Project to support FP activities in Kaduna State	Discussions will be held with MOH, PPFN Branch and media agencies during Nov. 8-Dec. 7 visit Rimon/Kazi (PIACT) team.	Rimon
	CP--IEC Project to support FP activities in Kano State	Discussions will be held with MOH, PPFN Branch and media agencies during Nov. 8-Dec. 7 visit of Rimon/Kazi (PIACT)	Rimon
	CP--IEC Project to support FP activities in Niger State	Discussions were held with MOH, PPFN, Branch and media agencies during Nov. 8-Dec. 7 visit of Rimon/Kazi (PIACT) team.	Rimon
République de Sao Tomé et Príncipe	FM--MOH requested films and materials	Packet series was sent.	Grieser
Senegal	TA--IEC materials development for MOH Family Health Project.	Scott Wittet (PIACT) conducted focus group research and developed 5 draft booklets on FP methods Nov. 15-Dec. 6, 1984. TA mission focused on training staff of USAID family health project in IEC materials development. Parlato provided follow-up TA to review pretest results in Feb. 1985. Wittet conducted second booklet development visit on June 11-20, 1985. Follow-up visit planned in late 1985 or early 1986 to develop distribution and evaluation plan, and train IEC workers in materials use.	Parlato
	MW--Radio & television broadcast organization of Senegal (ORTS) would like to explore possibility of introducing a radio/TV drama series about FP and related issues.	JHU/PCS, in conjunction with AED, is planning study tour to Mexico's Televisa FP radio program in January 1986. Producers from Senegal and Ivory Coast will participate.	Parlato
Sierra Leone	TA/CP--Planned Parenthood Association has requested TA and funding for two slide/tape presentations on benefits of FP and on FP methods. Proposal may include reprinting of PIACT booklets & new booklet on male responsibility.	Green visited several IEC agencies in Nov. 1984 and recommended a follow-up TA visit. Senior assisted PPASL staff in program planning during Mar. 6-15, 1985 visit. PPASL is preparing a project proposal for JHU/PCS review.	Senior

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Somalia	TA--To conduct two studies: the first a resources inventory identifying roles of various Somali organizations in family health, plus developing a listing of the roles and responsibilities of the various agencies and individuals working in family health IEC; and the second, a baseline study of socio-cultural characteristics important in identifying appropriate messages/media for IEC.	Sylvia Cohen (C) conducted first study from Sept. 13-Oct. 7, 1984. Report completed and sent to Mission. Mission supported Dr. Judith Brown (C), identified by JHU/PCS for second study which was completed in early 1985.	Senior
	TA--JHU/PCS requested to identify health education expert to assist Curriculum Development Centre in developing FP teaching materials over 8-10 week period.	JHU/PCS pouched résumés of 10 candidates for consultancy in Feb. 1985. AID Mission has selected consultant.	Senior
	TA--Request for referrals for IEC consultant to develop overall plan and strategy for 1985-86 and to define role of SFHCA IEC unit in coordinating plans.	Six résumés were sent. In-country consultant identified by Mission in April 1985.	Senior
	TA--Request from AID Mission for materials on AV mobile units for FHI project.	Two manuals on cost, design and availability of AV mobile units sent to Mission May 1985. Materials on Thailand experience with AV mobile units sent as well. As a result of material sent, Mission decided not to pursue purchase of AV mobile units.	Senior
	MN--Request from AID Mission for JHU/PCS to conduct 6-day IEC workshop on Mass Media and Principles of FP Communication.	JHU/PCS RPC Maxwell Senior and URC Chief of Party John Boone are scheduled to conduct 6-day IEC workshop for approximately 20 participants in Somalia Nov. 23-28, 1985. Workshop is conducted in collaboration with INTRAH and URC as part of broader FHI project.	Senior
Sudan	TA--TA requested to support IEC component of Sudan Fertility Control Association's (SFCA) model clinic.	Joan Haffey (PIACT) visited Sudan March 10-16, 1985 and met with SFCA IEC coordinator, Mr. Magid Abbas. He participated in JHU/PCS Arab World Communication Workshop July 29-Aug. 16, 1985. Senior to visit SFCA Nov. 13-18, 1985 to assess future TA needs.	Senior
	CP--Project to support the development of two client booklets--one on oral contraceptives and one to increase the awareness of potential family planning users in respect to benefits of child spacing. Two related print materials will also be developed for field workers (\$38,940 for 1 year; PCS Project Number AF-SUD-01.)	Project started March 1, 1985. Haffey (PIACT) visited March 10-16, 1985 to initiate booklet development. Materials were field tested. Project Director Dr. El Iom visited JHU/PCS in June 1985 and expressed interest in expanding project to include radio and a research component. Visit planned by Maxwell Senior Nov. 13-18, 1985 to monitor project.	Senior

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Swaziland	NA/CP--Visit to assess need for JHU/PCS assistance and possible support for Family Life Association of Swaziland (FLAS) project.	Wilma Lynn visited March 10-15, 1985 to review FLAS proposal and meet with government agencies involved in FP IEC. She recommended that USAID/ Mbabane and JHU/PCS assist FLAS and GOS with IEC activities and plans. No JHU/PCS project is recommended at this time. JHU/PCS provided FLAS with \$425 to conduct a baseline KAP survey of adolescents.	Lynn
Uganda	NA/TA--MOH requested JHU/PCS assistance in identifying and developing IEC projects for Health Education Unit.	Wilma Lynn and Nicholas Donald (AED-C) conducted partial needs assessment for activities to be funded under AID bilateral project, assisted Dr. Saifuba of MOH in IEC program planning, and met with MOH, FPAU and other agencies during Feb. 16-Mar. 1, 1985 visit. MOH and FPAU are preparing proposal for an IEC Training Workshop for health educators. MOH has requested Lynn return for TA. No travel to Uganda planned due to AID prohibition on travel.	Lynn
Zaire	TA--To plan and implement communication support for the SANRU and Urban Family Planning Projects and the Comité National de Naissances Désirables, the family planning association. Development of print materials and radio programs is the priority.	Benedict Tisa (C), graphics design specialist, worked with the two AID projects and the FPA (Aug. 8-Sept. 1, 1985) to develop logo, print materials, clinic signs and train IEC staff in pretesting, and focus group methodology.	Parlato
Zambia	TA/CP--Request from Planned Parenthood Association of Zambia for TA in IEC program planning and funding for IEC activities.	IEC reference and sample materials and films were sent to PPAZ. No travel planned until JHU/PCS receives an indication of AID Mission approval.	Lynn
	TA--Request from Family Life Movement of Zambia (FLMZ) for TA to develop an outreach strategy to motivate new clients, to provide information on NFP and to increase visibility of FLMZ.	JHU/PCS has referred FLMZ request to Georgetown University NFP project due to JHU/PCS funding constraints.	Lynn
Zimbabwe	TA--Visits to assist Zimbabwe National Family Planning Council developing print materials and films and in developing new, updated plan for IEC activities, to be included in AID bilateral project.	Diana Fussell (PIACT) visited Oct. 8-27, 1984 to assist in preparation of booklets on IUC, pills (2), and condom, in planning other print materials, and arranging for ZNFPC materials to be included in adult literacy programs. Lediard (AED) provided TA in film production during Jan./Feb. World Bank visit (not funded by JHU/PCS). Green and Lynn visited ZNFPC Mar. 4-6, 1985 to review JHU/PCS TA inputs and plan for future TA. Lynn visited ZNFPC Apr. 8-19, 1985 to assist in developing updated IEC plan in advance of AID PP design team scheduled for June 1985.	Lynn

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Zimbabwe	TA--Request from ZNFPC for a film consultant for 2 weeks to work with IEC unit in completing a film on the operations of the Council.	Short-list of film specialists sent to ZNFPC for review. JHU Consultant Billy Mutta visited ZNFPC in July. He provided support to the mass media manager in the preparation of a shooting schedule, in supervision of the film company, and in identification of local facilities for film transfer to video.	Lynn
	TA--Request from ZNFPC for IEC planning consultant for 4 weeks.	JHU/PCS informed Mission that due to fiscal constraints, use of consultants cut back. Lynn to provide TA in Oct. 1985.	Lynn

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LATIN AMERICA/ CARIBBEAN			
Regional	<p>CP--To develop and transmit media messages targeted at young people to be broadcast throughout region. Fuentes y Fomento Intercontinentales (FFI), an independent marketing company, will develop and distribute two records and videos which promote chastity. (\$240,000 over one year; PCS Project Number LA-MEX-02).</p> <p>FM--To develop a booklet on NFP for non-literate, low-income women (PIATA--\$36,200 over nine months).</p>	<p>In Jan. 1985 RCA refused to sign agreement due to administrative reasons. Project was restructured with FFI and began June 1, 1985. Coleman visited in June to discuss record and video themes and select artists and composers. Coleman advised on final song selection during July visit. In Los Angeles, Coleman monitored song recording and approved video script in August. Record jacket art work completed in September. Product marketing delayed until January due to Mexico City earthquake. Coleman to visit Oct. 29-Nov. 1 to assist in developing marketing plan.</p> <p>PIACT examined NFP knowledge, attitudes, and practices (calendar, sympto-thermal, and mucus methods) through focus group discussions and individual interviews with present and former NFP users and current NFP providers. PIACT developed, pretested, and revised the booklets. Three thousand copies were printed, and 1,000 copies have been distributed throughout Latin America to FP program administrators, population officers of AID, and international FP agencies. Booklets were sent to 30 NFP groups throughout the region as a prototype example for possible adaptations.</p>	<p>Coleman</p> <p>Coleman</p>

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Bolivia	CP--To support lecture series, produce radio programs, create bus cassette programs, develop print materials and create professional group for IEC activities through Centro de Orientación Familiar (COF). (\$110,250 over two years; PCS Project Number LA-BOL-01).	Project started 11/1/84. Coleman visited in Nov. 1984 to finalize plans and meet newly hired IEC staff. Beginning baseline audience research was conducted. Oscar Vigaró (AED) assisted in developing plans for leaders' seminar and Michael Stokes (AED-C) advised on work plan and framework for research phase during Dec. 1984 visit. Nancy Castellon (IEC coordinator) and Omar Llanc (collaborator) made observation visit in April 1985 to Honduras and Mexico in order to assist them in designing their communication strategy. Coleman visited Bolivia in May to monitor project progress, including baseline data research. Leonel Valdivia (C) visited in July to assist in communication strategy development. Nancy Newton (PIACT) and Lucia Ferraz-Tabor (PIACT-C) advised on materials development and pretesting methodology during Sept. 1985 visit.	Coleman
Brazil	CP--Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) project to develop a complete set of basic IEC materials for ABEPF's 125 affiliates. Project also includes short training courses on use of materials by promoters. (\$143,818 over 16 months; PCS Project Number LA-BRA-01).	Project started April 1, 1985. ABEPF will do preliminary research; Lucia Ferraz-Tabor (PIACT-C) visited in April to advise on strategies and techniques for research on target audiences. Coleman reviewed progress in May and returned in August and September to assist in development of communication strategy. Nancy Newton (PIACT) and Ferraz-Tabor (PIACT-C) to visit in Nov. to advise on materials development and pretesting methodology.	Coleman
	CP--Project to produce five short films with Sociedade Civil Bem Estar Familiar no Brasil (BEMFAM) for distinct audiences to be shown throughout eight states during lectures, seminars and rural outreach. Films may also be shown in commercial movie theaters. (\$86,315 for five films over 18 months).	Coleman visited in August to discuss details and questions pertaining to proposal submitted by BEMFAM. Proposal reviewed and being reformulated at JHU/PCS. Project delayed pending resolution of JHU/PCS funding.	Coleman
Colombia	CP--Asociación Pro-Bienestar de la Familia Colombiana (PROFAMILIA) radio campaign for generic promotion for condoms. (\$59,871 over 17 months; PCS Project Number LA-COL-01.) Futures Group is co-funding project. Four spots were broadcast 600 times a month.	Project started March 1, 1984 and ended July 31, 1985. Radio spots on air and point-of-purchase materials at distribution sites. Coleman visited in June to review final results and discuss future collaboration.	Coleman

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Costa Rica	CP--Radio project for low-income women sponsored by Centro de Orientación Familiar (COF) (\$39,734 over 15 months; PCS Project Number LA-COS-01.)	Project started Jan. 1, 1984 and ended Mar. 31, 1985. Ann Jimerson visited Oct. 29-Nov. 8, 1984 to assist in pre-testing and print materials design. Dr. Lawrence Kincaid (C) visited COF Jan. 7-13, 1985 to advise on data analysis. Project is completed; 110 radio programs were produced, 4 booklets were printed and final evaluation received. Project funding will be continued by AID Mission. Final Report Summary submitted to AID/W.	Coleman
Dominican Republic	MW--JHU/PCS played a major role in coordinating a one-day session on Communication Programs for Men as part of the Male Responsibility Seminar sponsored by CONAPOFA/UNFPA held Sept. 26-27, 1985 in Santo Domingo. Research findings on male responsibility were presented on first day of workshop.	Coleman organized and chaired second day of workshop on IEC. Speakers included: Luis Albert Marinho de Azevedo (ABEPF/Brazil), Gustavo Merizalde (PROFAMILIA/Colombia), and César Saldivar (FEMAP/Mexico), all sponsored by JHU/PCS. Recommendations made as a result of IEC session on Sept. 27 are being incorporated into national action plan for male responsibility programs.	Coleman
Ecuador	MW--Communication workshop for Instituto Ecuatoriano de Seguridad Social (IESS) employees was requested by USAID/Quito. Topics covered include: interpersonal communication, developing strategies and preparation of simple A/V materials.	Workshop took place March 18-29, 1985 with 32 participants. AED Consultant José Vicente Álvarez and members Oscar Viganó and Reynaldo Pareja served as seminar leaders. CEPAR assisted in its administration.	Coleman
	TA--Program planning and IEC strategy development.	Coleman visited in August to assist CEPAR in developing a plan for national radio broadcasts and designing a suitable recording studio. Coleman also met with the Ecuadorian Armed Forces to discuss materials design.	Coleman
Haiti	MW--The Département de la Santé Publique et de la Population requested JHU/PCS assistance to carry out 2 radio training workshops for regional health educators and staff of local radio stations.	First workshop carried out Jan. 28-Feb. 9, 1985 by Philippe Langlois (C), Christine Hollis from the Educational Development Center, and Joan Schubert. Second workshop held Sept. 2-13, 1985 for 12 health educators and 10 producers from local radio stations. Langlois and Schubert conducted workshop. MOH planning periodic follow-up visits to help new trainees prepare radio programs. Collaboration with PAHO and UNFPA anticipated during coming year in area of TA and training for the Health Education Division. FP Message Guidelines completed in August by Haitian market research consultant, Ginette Dessé-Prosper.	Parlato

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<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Haiti	CP--Request from L'Action Familiale d'Haiti (AFH) to fund printing of booklets providing NFP instructions in Creole.	MOH has authorized AFH to request funding for booklets from JHU/PCS. Schubert met with AFH during Aug./Sept. Haiti visit. Due to budgetary constraints for new projects, print material proposal being referred to Georgetown NFP project. PCS providing small-scale support to reproduce limited number of booklets for use by NFP counselors.	Parlato
Honduras	CP--To support rural CBD program of Asociación Hondureña de Planificación de Familia (ASHONPLAFA) with radio and print materials (\$147,600 over 2 years; PCS Project Number LA-HON-03.)	Project started Jan. 1, 1984. Radio spots and print materials distributed in Phase I to the pilot provinces of Copán and Choluteca. Kincaid (C) advised in establishment of monitoring systems for national mass media campaign and formulating final evaluation criteria during Jan. 12-19, 1985 visit. Coleman and Payne made monitoring visit in February. Evaluation of pilot phase underway. Phase II began in March with nationwide distribution of radio materials. Payne made monitoring visit in April. Coleman and Payne visited in June to monitor development of print materials and micro-radio programs and implementation of project at national level. The two-year budget was also reviewed. In September, user referral cards, micro-radio programs and distributor pamphlets were designed and pretested.	Colaman
	CP--To support the Ministerio de Salud Public (MOH) family planning program with radio and print materials (\$40,000 over 3 years; PCS Project Number LA-HON-01).	Project started Jan. 1, 1984. Project delayed due to MOH reorganization in family planning field and polio epidemic in country. Coleman and Payne made monitoring visit in Feb. 1985. Audience research completed. Radio campaign spots and forum, newspaper inserts in comic format and poster planned. Payne visited in April to discuss new implementation strategy. Coleman and Payne visited in June to monitor development of communication strategy. Radio materials and poster in production. Four radio spots and 13 radio programs produced and being pretested. Poster draft has been developed.	Coleman

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TA: Technical Assistance; FM: Films and Materials; MW: Meetings and Workshops

## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Honduras	CP--To support Instituto Hondureño de Seguridad Social (IHSS) family planning program with radio and print materials (\$27,550 over 2 years; PCS Project Number LA-HON-02).	Project started Jan. 1, 1984. Rubén Velásquez and María V. Azurdia (JHU/PCS consultants) trained trainers in interpersonal communication and developing simple audio-visual aids in Nov. 1984. Dr. Lawrence Kincaid (C) visited in Jan. 1985 to train coordinators in communication techniques and advise on materials development. Coleman and Payne made monitoring visit in February. Project delayed by frequent personnel changes. Motivational sessions for IHSS personnel and simple print materials planned. Payne made monitoring visit in April to assist in developing action plan. Dr. Jorge Martínez-Manautou (C), Director of Family Planning/IMSS in Mexico, was guest-lecturer for April Leaders' Seminar in Tegucigalpa and San Pedro Sula. Seminars addressed 125 participants on family planning and demographic topics. Family planning orientations for mid- and low-level IHSS personnel underway. Coleman and Payne made monitoring trip in June. Project reassigned to different personnel by IHSS divisional director.	Coleman
Jamaica	NA--To assist Population Policy Unit of National Family Planning Board to develop IEC components of national population/family planning strategy.	Coleman visited Feb. 15-23, 1985 to provide TA. AID/Kingston interested in further JHU/PCS involvement due to interest and enthusiasm sparked by Coleman's visit. Mission has expressed interest in directly funding JHU/PCS work with various family planning organizations.	Coleman

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TA: Technical Assistance; FM: Films and Materials; MW: Meetings and Workshops

## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Mexico	<p>CP--To support print and broadcast material to be used in Promotoras Program of Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (FEMAP)--\$204,187 over 2½ years; PCS Project Number LA-MEX-01).</p> <p>CP--To develop a series of teaching modules with Academia Mexicana de Investigación en Demografía Médica (AMIDEM) to be utilized by IMSS as support materials for an interpersonal communication curriculum focusing on family planning service delivery (\$155,905 over one year; PCS Project Number LA-MEX-03).</p>	<p>Coleman and Payne visited Feb. 4-6, 1985 to review second year budget and plans for project's extension into other Mexican cities. Print materials and radio spots developed in pilot phase of project are being extended to other cities. Coleman and Payne visited June 10-16 to monitor progress and discuss new project for third year. Miriam Bucher (C), Coleman and Payne assisted in development of film for adolescents and visited film companies in Mexico City in June. Coleman returned in July to advise on final awarding of bid to production company. Scope of work expended in August and FEMAP seeking additional funds and bids from other film companies and producers. Bucher (C) returned in August to assist in editing script and in production logistics. To date, 1.6 million copies of 6 booklets on FP methods have been distributed in 13 cities, and 29 radio spots have been broadcast 25,000 times in five cities. Three new radio micro-programs have been developed and aired. Dr. Lawrence Kincaid (C) visited in August to develop methodology for FEMAP print materials evaluation.</p> <p>Proposal approved by JHU/PCS Advisory Group. Project start delayed due to JHU budget constraints. Coleman will discuss during Oct. 1985 visit.</p>	
Peru	<p>TA--To assist Apoyo a Programas de Población (APROPO) in formulating IEC strategy and identification of appropriate materials.</p>	<p>Oscar Vignó (AED) assisted in developing communication strategy and identifying materials during Nov. 25-30, 1984 visit.</p>	

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 TA: Technical Assistance; FM: Films and Materials; MW: Meetings and Workshops

## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
ASIA			
Regional	TA/FM--AVS has identified need for TA in communication planning and program implementation for AVS grantees in Asia.	JHU/PCS has sought clarification from AVS; Fred Reed, JHU/PCS Regional Communication Advisor for Asia, will assess TA needs of AVS grantees during Oct. 21-25 visit with AVS Regional Director in Dacca.	Rimon
Bangladesh	TA--Assess IEC needs of AVS grantees and identify regional IEC training resources, as requested by USAID/New Delhi.	During Oct. 22-25, 1985 visit, Fred Reed will assess TA needs of AVS grantees and will explore with USAID/Dacca possible field trips for Indian officials to observe social marketing, advertising and outreach training program.	
India	TA--To provide long-term TA in IEC to GOI and to USAID/New Delhi.	Fred Reed reported to New Delhi mid-Jan. 1985 to take up position of JHU/PCS Regional Communication Advisor for Asia. With Prof. Naik of NIHF, a training plan for the CMD project has been drafted. Activities Fred Reed has been involved in include: (1) a proposed video-taping of women's health and FP programs in villages throughout India; (2) development of slide presentation on IEC strategies for USAID/GOI officials; (3) documentation of Nirodh program; (4) development of booklets on spacing methods, to be used by physicians for own awareness when dealing with clients; (5) an international scientific conference on spacing methods; and (6) cross-sectional program involving IEC FP activities through agricultural extension systems. Reed visited JHU/PCS for a debriefing Apr. 8-11, 1985.	Rimon
	MW--Technical Assistance to the India National Communication Strategy Workshop on Health and Population (Dec. 3-8, 1984).	Dr. Robert P. Worrall, Prof. James Palmore and Subroto SenGupta (JHU/PCS consultants) provided TA during workshop. JHU/PCS provided \$3,000 support for workshop costs and supplied numerous resource materials.	Rimon
	TA--Technical assistance to Integrated Rural Health and Population (IRHP) Project States to strengthen demand for FP, ORT, and immunization.	Consultant Subroto SenGupta was provided recommendations on marketing and communication strategy for IRHP project, April 10-May 11, 1985.	Rimon
	TA--Technical assistance to Public Health Dept. of Maharashtra State on strategies to appoint advertising agencies.	Consultant Subroto SenGupta was engaged in July and August for 6 days. SenGupta provided recommendations on criteria for selection of ad agencies and list of ad agencies to be contacted. Activity was follow-up of IRHP project in April.	Rimon

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Indonesia	FM--Request from the Indonesian Association for Secure Contraception (IASS) for film projectors and films.	JHU/PCS has requested more information from AVS/Asis on the availability of AVS funding for equipment. Films were sent.	Rimon
	TA/CP--Request from AVS/Dacca to assess TA needs of TA needs of IASS and from USAID/Delhi to identify regional IEC training resources.	Reed will discuss with Indonesian Association for Secure Contraception IEC technical assistance and will explore with USAID and BKKBN possible visits of senior Indian officials of Communication Task Force during Oct. 1985 visit.	Rimon
Nepal	CP--Training, production and use of low-cost print materials to support Panchayat-based health workers of the FP/MCH Project, MOH (\$46,824 over 22 months). A companion project with the Development Oriented Research Centre provides financial management for the FP/MCH project (\$5,182 over 23 months).	Project started April 1984 and was extended through Jan. 1986. Margot Zimmerman and Scott Wittet (PIACT) assisted with print materials development and training April 22-May 22, 1984. Pili and condom booklets (15,500 of both Terai and Hill versions) were printed. Training plan and curriculum for training Regional Training Officers were finalized. ORT card illustrations were also pretested. During Zimmerman and Wittet's (PIACT) subsequent visit Jan. 8-31, 1985, the following were accomplished: developed training curricula for RTO and PBHW training programs; supervised IEC Division training of health workers; and finalized motivational booklet including fourth round of pre-tests. 30,000 motivational booklets were printed. Scott Wittet of PIACT visited FP/MCH in July to assist in: (1) training of health workers in use of FP motivational booklet; (2) finalization of ORS card; and (3) exploring ideas for future IEC work. 30,000 ORS cards to be printed in Bangkok through VISCCM, Ltd. as recommended and justified by FP/MCH. Evaluation of booklets conducted during Wittet Sept. 9-Oct. 2 trip.	Rimon
	CP--Production, distribution and evaluation of a series of five short film spots by COMMAT, a private communication firm, for use in cinema halls (\$29,314 over 16 months).	Revised project started Dec. 1, 1984. Dr. Daniel Taylor-Idé (AED consultant) provided TA for 14 days in Nov. 1984. Four shooting scripts and four alternate scenarios were prepared based on audience research conducted by NORC and funded by CRS Inc. Field shooting is complete. Mark Lediard (AED) made monitoring visit in August and September to finalize budget amendment and advise on film editing.	Rimon
Pakistan	TA--Request received from AID Mission and Pakistan Population Welfare Division for TA to evaluate IEC component of World Bank Population Project.	Dr. Robert P. Worrall, JHU/PCS consultant, visited Pakistan Sept. 9-23, 1985 as member of World Bank supervisory mission. Worrall reviewed IEC component of project, assessed Government of Pakistan's progress in meeting project commitments and communication strategy.	Rimon

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Philippines	TA/CP--Request from POPCOM to support FP/IEC within agro-industrial firms and IEC related to young people, development of projects with Population Center Foundation and identification of possible sites for IEC training of Indian participants (at National Media Production Centre, University of the Philippines Institute of Mass Communication, etc.)	José Rimon and Fred Reed visited Manila Sept. 25-Oct. 10, 1985 to discuss: (1) IEC projects with POPCOM to support FP/IEC within agro-industrial firms and IEC related to adolescent fertility issues; (2) Sites for IEC training of Indian participants (includes National Media Production Center, U.P. Institute of Mass Communication, etc.); and (3) development of projects with Population Center Foundation (PCF). As a result of visit, 3 proposals from PCF were developed for implementation in early 1986, pending on availability of funds.	Rimon
Thailand	TA -- Needs assessment for adolescent fertility information and services and development of strategy to address these needs within context of National Family Planning Program (NFPP) were requested by Ministry of Public Health.	Robert Griffin (C) carried out his assignment Mar. 11-April 27, 1985 and produced a comprehensive document on adolescent fertility information and services.	Rimon
	TA--Request from USAID/Delhi to identify regional IEC resources and request from Thai AVS grantees for IEC technical assistance.	José Rimon and Fred Reed are planning visit to Bangkok in Oct. 1985 to discuss: (1) opportunities for regional IEC training with DTCP and Population and Community Development Association (PCDA); (2) TA needs of Thai AVS grantee; and (3) Printing of ORS cards and aseptic cards by DTCP/VISCOM for Nepal FP/MCH project.	Rimon

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## SUMMARY OF FY1985 ACTIVITIES OF POPULATION COMMUNICATION SERVICES, JOHNS HOPKINS UNIVERSITY

<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
NEAR EAST			
Regional	MW--Arab World Communication Workshop for 17 IEC Directors from public and private agencies in eight countries, held at JHU from July 29-August 16, 1985. Workshop was designed to provide overview of IEC program planning, strategy development, message design, media selection and program management.	Discussions held with Dr. Bouzidi Nov. 1984 and Mar. 1985. Survey of FPA IEC training needs completed. JHU/PCS and AED developed workshop agenda. AID Missions nominated non-FPA participants. Concurrence received for all participants. Seventeen participants representing eight countries in Arab World attended workshop held in Baltimore and Washington, D.C. AED and IPPF assisted in conducting workshop. Workshop was conducted in Arabic with experts from region. Other resource persons were provided by JHU/PCS and AED. Evaluation summary shows all participants benefited greatly from workshop. Request to reproduce workshop in participating countries followed, as did requests for TA from JHU/PCS.	Grieser
Israel	TA/CP--Request received from Israel Family Planning Association for TA and funding for print materials.	JHU/PCS has sent sample print materials. Request for TA on hold pending availability of funds.	Grieser
Jordan	CP--To support the design and implementation of a multi-faceted campaign by the Jordan Family Planning and Protection Association (\$151,440 over two years and two months).	Project started 8/1/83 and ended 9/30/85. Project visited by Wilma Lynn in Dec. 1984 to guide project through print material development process & increased interpersonal communication outreach by JFPPA social workers. Mona Grieser and Abdelkader Marzouki (C) conducted evaluation project in June 1985 and met with JFPPA advisory board to discuss needs and potential assistance from JHU/PCS. In all, 5 pamphlets, 5 posters and a book have been developed. Also, 107 lectures and 5 workshops have been held. Proposal for new project has been received from JFPPA and is under review. Visit to revise proposal scheduled for Jan. 1986.	Grieser
Morocco	NA/TA--Main FP agencies--MOH, Association Marocain pour le Planning Familial (AMPF) and Radio Télévision Marocain (RTM)--interested in visit from JHU/PCS staff to develop an IEC strategy and assist in project development.	Grieser met with Morocco participants in JHU/PCS Arab World Workshop in July/Aug. 1985. Grieser plans Feb. 1986 trip at request of USAID Pop. Officer.	Grieser

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TA: Technical Assistance; FM: Films and Materials; MW: Meetings and Workshops

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<u>Region/Country</u>	<u>Nature of Request/Activity</u>	<u>Action Taken or Planned</u>	<u>Regional Program Coordinator</u>
Tunisia	NA/TA--USAID/Tunis has requested JHU/PCS to provide TA in support of new bilateral FP program.	UNFPA requested JHU/PCS assistance in developing plans for AID/bilateral and UNFPA projects. Due to length of in-country stay proposed by UNFPA, Grieser was unable to go. JHU/PCS made consultant referrals to UNFPA. MOH indicates future requests for TA will be forthcoming. USAID continues to recommend postponement of initiating activities until early 1986 at the earliest. Tunisian representatives to Arab World Communication Workshop indicated eagerness to have JHU/PCS TA visit.	Grieser
Turkey	TA/CP--The Family Planning Association has requested JHU/PCS TA and funding for an IEC project. Interest in IEC has also been expressed by MOH and new Family Planning Foundation.	JHU/PCS cabled USAID/Ankara in Sept. 1984 to request approval for visit by two-person JHU/PCS team. JHU/PCS awaiting reply and formation of new Family Planning Foundation. MOH has invited Mona Grieser to visit Turkey in Jan. 1986; JHU/PCS will again request USAID/ Ankara approval.	Grieser
Yemen, North	CP--Request from FPA for JHU/PCS funding for IEC project to include staff training in IEC and print materials development.	In-country visit by Grieser to write proposal planned for April 1986, pending availability of funds.	Grieser

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## FILM AND SLIDE DISTRIBUTION -- GIFTS AND LOANS

FILM GIFTS AND LOANS -- OCTOBER 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Guillermo Guardia Secretario General APROPO Conquistadores 905 San Isidro Lima 27, PERU	\$24.30	A Method for John and Mary	Spanish	1			Gift
	Parcel	Women and the Pill	Spanish	1			Gift
	Post	Two Roads	Spanish	1			Gift
Miss Sandra Smith Administrative Assistant National Family Planning Board P.O. Box 287 Kingston, JAMAICA	\$15.70 Air-Mail Parcel Post	Two Roads	English	2			Gift

FILM GIFTS AND LOANS -- NOVEMBER 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Keys MacManus, AID for Ministry of Health Ondo State, NIGERIA	\$1.63	Choice Not Chance	English	1			Gift
	via State Dept.	The Time of Your Life	English	1			Gift
Ms. Gail Callahan Pathfinder Fund Nairobi, KENYA	\$1.70 Parcel Post	We Go Where They Are	English	1			Gift
Sam Taylor AID Representative Mexico City, MEXICO	\$6.10	To Change Your Life	Spanish	1			Gift
	Parcel Post	A Method for John and Mary	Spanish	1			Gift

Mrs. Pamela Green Sierra Leone Home Economics Association Freetown, SIERRA LEONE	\$24.00 Air Mail	The Moment of Truth Lessons for the Future	English English	1 1		Gift Gift
Guillermo Guardia S. Apoyo a Programas de Poblacion Lima, PERU	\$45.90 Air Mail	A Method for John and Mary Women and the Pill Two Roads	Spanish Spanish Spanish	2 2 2		Gift Gift Gift

FILM GIFTS AND LOANS -- DECEMBER 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Alberto Henrique Rocha Vice President CEPEC Alameda Ezequiel Dias, 427 30000 Belo Horizonte Minas Gerais BRAZIL	\$16.90 Air Parcel Post	Laparoscopic Equipment Care Social Marketing Technique of Laparoscopy Two Roads Social Debt	Portugese Portugese Portugese Portugese Portugese	1 1 1 1 1			Gift Gift Gift Gift Gift
Dra. Virginia Vargas Tizon Univ. Nacional de San Agustin Casilla 967 Arequipa PERU	\$14.30 Air Parcel Post	Technique of Laparoscopy	Spanish	1			Gift
Dr. Hemalata Swain S.C.B. Medical College Orissa INDIA	\$46.25 Direct Air Mail	The Cheerful Revolution The Time of Your Life The Moment of Truth	English English English	1 1 1			Gift Gift Gift
J.K. Gaifuba Ministry of Health c/o WHO Office P.O. Box 6 Entebbe UGANDA	\$3.25 Parcel Post via State Dept.	Choice Not Chance	English	1			Gift

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J.K. Gaifuba Ministry of Health c/o WHO Office P.O. Box 6 Entebbe UGANDA	Hand Delivered via State Dept.	The Cheerful Revolution	English	1		Gift
		Communicating Family Planning	English	1		Gift
		Laparoscopy Equipment Care	English	1		Gift
		Lessons for the Future	English	1		Gift
		The Moment of Truth	English	1		Gift
		A Question of Choice	English	1		Gift
		Social Marketing	English	1		Gift
S. Prabaharadess Head of the Communication Ctr. Rural Unit for Health & Social Affairs Tamil Nadu INDIA	\$42.30 Direct Air Mail	Communicating Family Planning:				
		Speak They Are Listening	English	1		Gift
		Sowing the Seeds of Health	English	1		Gift
		Two Roads	English	1		Gift
Mrs. Sonia Blake Social Development Commission Ministry of Youth 3-3A Richmond Avenue Kingston 10 JAMAICA	\$67.50 Direct Air Mail	Two Roads	English	1		Gift
		Choice Not Chance	English	1		Gift
		Time of Your Life	English	1		Gift

FILM GIFTS AND LOANS -- JANUARY 1985

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Instituto Salvadorena del Seguro Social Leo Alberto Umana EL SALVADOR	\$3.74 Parcel Post	Communicating FP: Speak They Are Listening	Spanish	1			Gift
		Two Roads	Spanish	1			Gift
		Women and the Pill	Spanish	1			Gift
		Rural Vasectomy	Spanish	1			Gift
Miss Jean Scott IPPF/WHR - Carribean Office Barbados, WEST INDIES	\$43.90 Air Parcel Post	Choice Not Chance	English	1			Gift
		Lessons for the Future	English	1			Gift
		The Time of Your Life	English	1			Gift
		Two Roads	English	1			Gift
		You	English	1			Gift
Dr. S. Basnayake Medical Director FPA of Sri Lanka Colombo 7, SRI LANKA	\$20.80 Air Parcel Post	Two Roads	English	1			Gift

Srta. Virginia Vargas Tizon Centro de Salud "Pedro P. Diaz" Universidad Nacional de San Agustin Parcel Arequipa, PERU	\$11.50 Air Post	Technique of Laparascopy	Spanish	1		Gift
ABC T.V. Station 20/20 Program 157 Columbus Avenue New York, NY 10023	\$9.35 Federal Express	A Question of Choice Social Marketing To Change Your Life Today - Tommorrow	English English Spanish Spanish	1 1 1 1		Loan Loan Loan Loan

FILM GIFTS AND LOANS -- FEBRUARY 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Child Spacing and Family Planning Council (CSFPC) Harare ZIMBASWE	\$5.77 via State Dept.	Choice Not Chance	English	1			Gift
		The Cheerful Revolution	English	1			Gift
		Communicating Family Planning: Speak They Are Listening	English	1			Gift
		The Time of Your Life	English	1			Gift
		Two Roads	English	1			Gift
		The Moment of Truth	English	1			Gift
Mr. John M. Saunders Ministry of Education and Health St Vincent and THE GRENADINES	\$27.70 Parcel Post	Choice Not Chance	English	1			Gift
		Communicating Family Planning: Speak They Are Listening	English	1			Gift
		The Time of Your Life	English	1			Gift
		Two Roads	English	1			Gift
		The Moment of Truth	English	1			Gift

FILM GIFTS AND LOANS -- MARCH 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Mario Bravo Head, Radio and Film Section Direccion de Comunicacion Social Lomas Virreyes, Mexico D.F. MEXICO	\$13.30	Sowing the Seeds of Health	Spanish	1			Gift
	Air	Mexico: 2000	Spanish	1			Gift
	Parcel Post	Lessons for the Future	Spanish	1			Gift
Orlando Batallas Centro Obstetrico "Cipriana Duenas" Escuela de Obstetricida Quito, ECUADOR	\$52.05	A Talk About Vasectomy	Spanish	1			Gift
	Air	A Method for John and Mary	Spanish	1			Gift
	Parcel Post	A Question of Choice	Spanish	1			Gift
		Technique of Laparoscopy	Spanish	1			Gift
		Sowing the Seeds of Health	Spanish	1			Gift
Mahinda Karunaratna Director (Info & Ed) Sri Lanka AVS Kandy, SRI LANKA	\$21.90	Technique of Laparoscopy	English	1			Gift
	Air Parcel Post						

FILM GIFTS AND LOANS -- APRIL 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Maj. Gen. Dr. M.K. Saleh Head-Department of Ob/Gyn Medical Corps SUDAN	\$42.70	Techniques of Laparoscopy	English	1			Gift
	Air Parcel Post	Laparoscopic Equipment Care	English	1			Gift
Wallace James Tulane Male Motivational Project Ministry of Health Roseau COMMONWEALTH OF DOMINICA	\$13.65	Choice Not Chance	English	1			Gift
	Air Parcel Post	The Time of Your Life	English	1			Gift

Art Danart US AID Mission Lima PERU	Hand Delivered Via State Dept.	Cheerful Revolution	Spanish	1	Gift
Anselmo Bernal US AID Washington, D.C. 20523	Hand Delivered	Cheerful Revolution	English	1	Gift
Denise Leite ABEPF Rio de Janeiro BRAZIL	Via US AID Mission	Cheerful Revolution	Portuguese	1	Gift
		Laparoscopic Equipment Care	Portuguese	1	Gift
		Lessons for the Future	Portuguese	1	Gift
		Techniques of Laparoscopy	Portuguese	1	Gift
		Two Roads	Portuguese	1	Gift
		Social Debt	Portuguese	1	Gift
		A Question of Choice	Portuguese	1	Gift
		The City	Portuguese	1	Gift
You	Portuguese	1	Gift		
Gabriel Hina Programme Officer IEC Family Planning Assoc. of Liberia LIBERIA	Hand Delivered Via State Dept.	The Time of Your Life	English	1	Gift
		Two Roads	English	1	Gift
Deris Watts Ministry of Youth and Community Development Kingston JAMAICA	\$13.35 Air Parcel Post	Two Roads	English	1	Gift

FILM GIFTS AND LOANS -- MAY 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Judy Brace Academy for Educational Devlp. 1255-23rd Street, N.W. Washington, D.C. 20037	Hand Delivered	The Cheerful Revolution	English	1			Loan
Dr. Guillermo Delgado Asociacion Chileva de Proteccion de la Familia Santiago, CHILE	\$50.20 Air Parcel Post	Two Roads	Spanish	1			Gift
		Anti-abortion	Spanish	1			Gift
		When I Grow Up	Spanish	1			Gift
Edmund Cole Executive Secretary FPA of Sierra Leone Freetown, SIERRA LEONE	Via State Dept.	The Cheerful Revolution	English	1			Gift
		Choice Not Chance	English	1			Gift
		Communicating FP: Speak They Are Listening	English	1			Gift
		Indonesia: Family Planning First	English	1			Gift
		Lessons for the Future	English	1			Gift
		The Time of Your Life	English	1			Gift
		You	English	1			Gift
		The Moment of Truth	English	1			Gift
		Two Roads	English	1			Gift
Ms. Lorna Dezengotita Planned Parenthood of Brooklyn 44 Court Street, 6th Floor Brooklyn, N.Y. 11201	\$1.49 U.P.S.	The Cheerful Revolution	English	2			Loan

FILM GIFTS AND LOANS -- JUNE 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Azrul Azwar, M.P.H. Perkumpulan Kontrasepsi Mantap Indonesia (PKMI) Jakarta, Selatan INDONESIA	\$212.00 Air Parcel Post	A Question of Choice	English	10			Gift

Mexican Labor Organizations Films will be shown at three labor leader conferences, then distributed countrywide. Mexico City MEXICO	\$7.99. UPS  \$25.41 Parcel Post	To Change Your Life	Spanish	30	Gift
S. Mugabo IEC Officer Family Planning Association of Uganda Kampala UGANDA	\$4.12 UPS	The Time of Your Life To The People Two Roads We Go Where They Are You The City: Implications for the Future Indonesia: Family Planning First Sowing the Seeds of Health	English English English English English English	1 1 1 1 1 1	Gift Gift Gift Gift Gift Gift
Prof. Marta Carneiro Wanick Faculdade de Medicina e Entermagem Universidade Federal de Pernambuco Recife BRAZIL	Via State Dept.	The Social Debt The Cheerful Revolution	Portuguese Portuguese	1 1	Gift Gift
Dr. Jose Miletho Depto. de Ginecologia e Obstetria Universidade Federal de Santa Maria Santa Maria, RGS BRAZIL	Via State Dept.	The Social Debt	Portuguese	1	Gift
Dra. Silvia Bomfim Hyppolito Maternidade Escola Assis Chateaubriand Universidade Federal de Ceara Fortaleza BRAZIL	Via State Dept.	The Social Debt	Portuguese	1	Gift
Faculdade de Ciencias Medicas Universidade Federal de Pernambuco Recife BRAZIL	Via State Dept.	The Social Debt The Cheerful Revolution	Portuguese Portuguese	1 1	Gift Gift

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FILM GIFTS AND LOANS -- JULY 1985.

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Anselmo Bernal S&T/POP/TR Room 806, SA-18 Office of Population USAID Washington, D.C. 20523	\$1.40 UPS	Indonesia: Family Planning First	English	1			Gift
Robert Brutus Hopital de l'Universite d'Etat d'Haiti Port Au Prince HAITI	\$7.80 Air Parcel Post	Chocsing A Contraceptive Method (Slide Set)	Haitian	1			Gift

FILM GIFTS AND LOANS -- AUGUST 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Shupinder Kaur Gill Professor & Head Dept. of OB/GYN Gov. Medical College Patiala 147001 INDIA	\$42.70 Air Post	Laparoscopic Equipment Care Technique of Laparoscopy	English English	1 1			GIFT GIFT
Marcio Ruiz Schiavo (BEMFAM) BRAZIL	\$53.90/Parcel Post	The Cheerful Revolution The City Implications for the Future Laparoscopic Equipment Care Lessons for the Future Social Marketing Techniques for Laparoscopy Two Roads You	Portuguese Portuguese Portuguese Portuguese Portuguese Portuguese Portuguese Portuguese	10 10 10 10 10 10 10 10			GIFT GIFT GIFT GIFT GIFT GIFT GIFT GIFT

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Dr. Francisco Zambroni Jefe de la Unidad de Planificacion Familiar Ministerio de Salud Publica y Asistercia Social Guatemala, C.A. GUATEMALA	\$26.25/Air Parcel Post	Two Roads	Spanish	3		GIFT
Ana H. Monroy Lopez Instituto Mexicana del Seguro Social MEXICO	\$6.34/Parcel Post	Breast Self Examination Two Roads A Method for John & Mary Women and the Pill	Spanish Spanish Spanish Spanish	1 1 1 1		GIFT GIFT GIFT GIFT

FILM GIFTS AND LOANS -- SEPTEMBER 1985-

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
T.N. Komba Information/Documentation Officer Centre for African Family Studies Nairobi KENYA	\$97.70/Air Parcel Post	Lessons for the Future The Time of Your Life Two Roads You Communicating Family Planning: Speak -- They are Listening The Moment of Truth	English English English English English English	1 1 1 1 1 1			GIFT GIFT GIFT GIFT GIFT GIFT
Mbaya J.Y. Family Planning Unit Nursing Home Borno State NIGERIA	\$24.70/Air Parcel Post	Communicating Family Planning: Speak -- They are Listening	English	1			GIFT
Mr. J. Mazala Planned Parenthood Association of Zambia Lusaka ZAMBIA	\$62.50/Air Parcel Post	The Cheerful Revolution Communicating Family Planning: Speak -- They are Listening	English English	1 1			GIFT GIFT

## FILM AND SLIDE DISTRIBUTION -- SALES AND RENTALS

FILM SALES AND RENTALS -- OCTOBER 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Jack E. Thrower Executive Officer USAID/Lima-Peru Agency for International Development ATT: Procurement Office Washington, D.C. 20523	\$2.59	Two Roads	Spanish	2	\$140.00	\$280.00	Sale
	Parcel	You	Spanish	1	\$100.00	\$100.00	Sale
	Post	The City	Spanish	2	\$130.00	\$260.00	Sale
IPAVS Program New Windsor Service Center Corner Church Street and Route 31 P.O. Box 188 New Windsor, MD 21776 ATT: Jeannie Wah	\$2.59	Mexico in the Year 2000	Spanish	2	\$120.00	\$240.00	Sale
	Parcel Post	Lessons for the Future	Spanish	3	\$135.00	\$405.00	Sale
Ms. Elin Ranneberg-Nilsen UNFPA 485 Lexington Avenue New York, NY 10017	Hand Delivered	Two Roads	Portuguese	1	\$140.00	\$140.00	Sale

FILM SALES AND RENTALS -- NOVEMBER 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
NONE							

FILM SALES AND RENTALS -- DECEMBER 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
National Educational and Information Films, Ltd. TNK House, 4th Floor 48 Mount Road Madras 600002 INDIA	\$75.95 Air Parcel Post	Techniques of Laparoscopy	English	6	\$115.00	\$690.00	Sale
Ms. Margaret Green Population Reference Bureau 2213 M Steet, N.W. Washington, DC 20037	\$1.63 Parcel Post	The City	English	1	\$130.00	\$130.00	Sale
IPAVS Brethren Service Center 500 Main Street New Windsor, MD 21776	\$1.87 Parcel Post	Techniques of Laparoscopy	English	2	\$ 60.00	\$120.00	Sale

FILM SALES AND RENTALS -- JANUARY 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Henry Ford Hospital Medical Library K-17 2799 W. Grand Blvd. Detroit, MI 48202	\$2.78 Parcel Post	Technique of Laparoscopy	English	1	\$115.00	\$115.00	Sale
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$3.13 Parcel Post	A Question of Choice	English	8	\$135.00	\$1,080.00	Sale

John M. Worley Asst. To Reg. Planner/Programmer USAID Bureau of Population & Humanitarian Assistance Office of Population Washington, D.C. 20523	\$1.71 Parcel Post	Communicating FP: Speak They Are Listening	English	1	\$190.00	\$190.00	Sale
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FILM SALES AND RENTALS -- FEBRUARY 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
NONE							

FILM SALES AND RENTALS -- MARCH 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
NONE							

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FILM SALES AND RENTALS -- APRIL 1985

<u>NAME AND ADDRESS, FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$2.23 U.P.S.	A Question of Choice	French	4	\$150.00	\$600.00	Sale
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$4.46 U.P.S.	A Question of Choice A Question of Choice	French English	4 8	\$150.00 \$150.00	\$600.00 \$1,200.00	Sale Sale

FILM SALES AND RENTALS -- MAY 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
NONE							

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FILM SALES AND RENTALS -- JUNE 1985

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT</u> <u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>	
Jeannie Wah FPIA/New Windsor Service Center Corner Church Street and Route 31 P.O. Box 188 New Windsor, MD 21776	\$10.59 UPS	Mexico In The Year 2000	Spanish	5	\$120.00	\$600.00	Sale	
		Lessons for the Future	Spanish	5	\$135.00	\$675.00	Sale	
		Sowing the Seeds of Health	Spanish	5	\$145.00	\$725.00	Sale	
		Two Roads	Spanish	5	\$140.00	\$700.00	Sale	
		You	Spanish	5	\$100.00	\$500.00	Sale	
		Choosing a Contraceptive Method (Slide Set)	2/Afr-Eng 1/Asian-Eng			\$ 25.00 \$ 25.00	\$ 50.00 \$ 25.00	Sale Sale
			2/Mid E.-Eng			\$ 25.00	\$ 50.00	Sale
			3/Mid E.-Arb			\$ 25.00	\$ 75.00	Sale
Mr. C.L. Aggarwal National Education and Information Films, Ltd. National House Tulloch Road Apollo Bunder Bombay 400039 INDIA	\$19.20 Air Parcel Post	Internegative copy of film "Techniques of Laparoscopy" for local language dubbing	English	1	\$700.00	\$700.00	Sale	
Brethren Service Center TSAVS 550 Main Street New Windsor, MD 21776	\$1.32 UPS	Techniques of Laparoscopy	English	1	\$115.00	\$115.00	Sale	
Ms. Meg Perkins The Pathfinder Fund 1330 Boylston Street Chestnut Hill, MA 02167	\$2.08 Parcel Post	To The People	English	1	\$150.00	\$150.00	Sale	

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FILM SALES AND RENTALS -- JULY 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Meg Perkins Family Planning Division The Pathfinder Fund 1330 Boylston Street Chestnut Hill, MA 07167	\$1.32 UPS	The City - (Implications for the Future	English	1			Preview
IPAVS Program Brethren Service Center Distribution Center Route 31 and Church Street New Windsor, MD 21775	\$1.90 Parcel Post	A Question of Choice	Spanish	2	\$150.00	\$300.00	Sale
Ms. Barbery Byfield Health Education Coordinator Delmarva Migrant Health Project Box 36 Westover, MD 21871	\$2.13 Parcel Post	Choice Not Chance The Time of Your Life Sowing the Seeds of Health A Method for John and Mary	English English Spanish Spanish	1 1 1 1		\$100.00	Rental
Ms. Edith Dejesus Women's Medical Center 1712 Eye Street, N.W. Suite 704 Washington, D.C. 20006	\$1.65 UPS	A Method for John and Mary Two Roads	Spanish Spanish	1 1			Preview Preview
Barbery Byfield Delmarva Health Clinic P.O. Box 36 Westover, MD 21871	\$1.32 UPS	Choosing a Contraceptive Method (Slide Set)	Haitian	1	\$ 25.00	\$ 25.00	Sale

FILM SALES AND RENTALS -- AUGUST 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Ruth Brown Delmarva Rural Ministries P.O. Box 627 Nassawadox, VA 23413	\$2.79/Parcel Post	Women and the Pill To Change Your Life	Spanish Spanish	1 1			PREVIEW PREVIEW

FILM SALES AND RENTALS -- SEPTEMBER 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
UNICEF for MOH Caiza Postal No. 2707 Luanda, Angola	\$1.49/UPS	Indonesia: Family Planning First	Portuguese	1	150.00	151.49	SALE

Academy for  
Educational  
Development

**AED**  
International Division

YEAR III ANNUAL REPORT TO  
THE JOHNS HOPKINS UNIVERSITY  
POPULATION COMMUNICATION SERVICES

Cooperative Agreement No. DPE-3004-A-00-2018-00

Submitted by  
Academy for Educational Development  
October 1985

1255 23rd Street, N.W.  
Washington, D.C. 20037  
(202) 862-1900  
Telex 197601 ACADED WSH

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**ACADEMY FOR EDUCATIONAL DEVELOPMENT  
POPULATION COMMUNICATION SERVICES (PCS)  
FY 1985 Annual Report**

**Summary:** The Academy for Educational Development (AED) has provided services outlined in Contract Cooperative Agreement No. DPE-3004-A-00-2018-00. During Year III (10/01/84-09/30/85) AED has completed the following Requests for Services:

Work Request	# 22	URTNA Workshop Preparation and Implementation, Africa (CP)
Work Request	# 23	Technical Assistance with APROPO, Peru (TA) COF Project Implementation, Bolivia (CP)
Work Request	# 25	Technical Assistance to Review GOK National IEC Plan, Kenya (TA)
Work Request	# 26	Technical Assistance to "Film Spots in Cinema Halls" Project, Nepal (CP)
Work Request	# 28	IESS Communication Workshop, Ecuador (MW)
Work Request	# 29	Arab World Communication Workshop Preparation, Near East (MW)
Work Request	# 30	Uganda IEC Needs Assessment (NA)
Work Request	# 31	Develop IEC Component for USAID Bilateral Project Paper, Kenya (TA)
Work Request	# 32	Provide Technical Assistance to JHU/PCS Ongoing and Proposed Projects, Nigeria (CP)
Work Request	# 33	Follow Up to Quito Conference (MW)
Work Request	# 34	Review Activities of COMMAT Project, Nepal (CP)
Work Request	# 35	Arab World Communication Workshop (MW)
Work Request	# 36	Africa Executive Directors' Meeting (MW)

**AED is continuing to work on the following Requests for Services:**

Work Request	# 18	Technical Assistance to ASHONPLAFA Project, Honduras (CP)
Work Request	# 27	Videotape of URTNA Nairobi Workshop on Using Radio for Family Health (MW)

## Principal Staff

Mark Lediard served as the Project Director for AED throughout Year III of the project. Neill Heath joined AED from April through September as the marketing specialist assigned to work on PCS projects. Administrative support was provided by Andrea Usiak, Carla Peterson, and Stanice Grandy. Other AED professional staff who worked on PCS projects in Year III were William A. Smith, Senior Vice President and Associate Director of the International Division; Judith Brace, Director of Information Services; Allan Kulakow, Director of African Programs; Samir Jarrar, Associate Director, Middle East Programs; Oscar Vigano, Field Project Director, Water and Sanitation Project, Honduras; and Reynaldo Pareja, Field Project Coordinator, Mass Media and Health Practices, Peru and Ecuador.

The following is a summary of AED's activities and accomplishments during Year III of its subagreement with JHU's Population Communication Services program.

## Needs Assessment

AED was involved in one needs assessment activity in Year III. Nicholas Dondi, a consultant to PCS through AED assisted Wilma Lynn in conducting an IEC and training needs assessment for the Health Education Department of the Ugandan Ministry of Health. This needs assessment was requested in the proposed Ugandan Family Health Initiatives Project which was pending approval by USAID/Uganda in April when the assessment was conducted.

## Country Projects

AED staff and consultants assisted PCS country projects in Kenya, Nigeria, Senegal, and Nepal.

Two regional workshops were held in Africa as part of the ongoing Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA) Family Health Broadcasting project. AED staff Mark Lediard and Allan Kulakow were responsible for the design and implementation of the two five-day workshops in Nairobi and Dakar. AED hired consultant Michele Lioy to coordinate the logistics and travel involved in the two workshops.

Oscar Vigano and AED consultant Michael Stokes assisted the Centro de Orientacion Familiar (COF) of Bolivia to develop plans and timetables for the implementation of a JHU/PCS sponsored country project. Stokes helped the COF design a plan to guide the baseline research needed to support their future family planning IEC projects. Vigano assisted the COF in planning ten seminars on population and development issues in Bolivia for national leaders and officials.

Neill Heath provided assistance to the ongoing PCS projects in Nigeria as well as assisting in the development of several new projects. Heath worked on project proposals for an Ondo State School of the Air Waves project, an Anambra State TV melodrama serial project and a Nigeria RAPID TV presentation project.

Mark Lediard reviewed progress made by COMMAT, Inc. on the Film Spots in Cinema Halls project in Nepal. He reviewed all the material shot for the film spots and advised COMMAT on editing and pretesting the spots.

AED consultant Daniel Taylor-Ide provided technical assistance to COMMAT, Inc. on the Film Spots in Cinema Halls project in Nepal. He reviewed the audience research findings and facilitated the development of priority film messages and formats based on this research. Five scenarios with an alternative for each and a production schedule were submitted to PCS by COMMAT following this technical assistance.

Oscar Vigano continued to monitor the activities of PCS country projects being implemented by the Ministry of Health, the Honduran Institute of Social Security, and ASHONPLAFA in Honduras. He chairs the Inter-Institutional Coordinating Committee which coordinates the family planning communication activities of these three organizations.

### Technical Assistance

AED provided technical assistance to organizations in Kenya and Peru during Year III.

AED assisted USAID/Nairobi on several occasions to review GOK and NGO IEC programming and to develop an IEC component for a project paper. Consultant Suzanne Saulniers and Mark Lediard conducted a mid-project evaluation to review both government and non-government activities in family planning IEC. Lediard evaluated the proposed mass media activities of the NCPD and Saulniers reviewed the IEC workplan, activities, budgets, and expenditures of NGOs working in Kenya. Lediard returned to Kenya to assist USAID/Nairobi to develop a seven-year IEC strategy for the USAID Bilateral Project Paper.

Mark Lediard attended a three-day needs assessment planning meeting at the Centre for African Family Studies (CAFS) in Nairobi, Kenya. During this meeting the steps and important elements for an IEC needs assessment were outlined. The training needs assessment will be conducted by CAFS with PCS assistance in order to design an IEC training curriculum for Anglophone and Francophone Africa.

Oscar Vigano assisted APROPO in Peru to develop an IEC strategy for a family planning project which presents educational/motivational talks to factory workers. Based on this strategy he helped APROPO to define the materials they would need for the project.

### Meetings and Workshops

AED coordinated communication workshops for the Near East region, Anglophone and Francophone Africa (see Country Projects - URTNA), and the Ecuadorean Social Security Institute during Year III.

Oscar Vigano and AED consultant Jose Vicente Alvarez helped to design, organize, and conduct a communication workshop for the Instituto Ecuatoriano de Seguridad Social (IESS) health educators. The two-week workshop provided participants with training in interpersonal communication skills and educational materials production. Reynaldo Pareja served as an instructor for several of the sessions.

AED assisted in preparing and conducting the Arab World Communication Workshop held in Baltimore, Maryland, and Washington, D.C. AED consultant Michele Lioy organized the travel arrangements, logistics, finances, resource materials, and translation/interpretation for the three-week workshop. Mark Lediard, Lioy, and AED consultants Jim Herm and William Ward participated in developing the agenda and identifying and briefing the speakers. William Smith and Samir Jarrar both gave presentations at the workshop.

Mark Lediard assisted in the design and implementation of the African Family Planning Association Executive Directors' communication workshop held in Nairobi, Kenya. AED consultant Esther Riley handled the logistics and financial administration of the two-day workshop held in conjunction with the IPPF-sponsored FPA Directors' meetings.

Judith Brace assisted JHU/PCS in developing a questionnaire to survey the participants of the JHU/PCS-sponsored conference held in Quito, Ecuador in 1983. The survey is designed to determine whether or not participants had incorporated the ideas discussed at the conference into their work in family planning.

Mark Lediard and AED consultant Nick Clark are producing a documentary videotape of the Nairobi URTNA Radio and Family Health workshop. Production of the tape will be finalized in Year IV.

### Films and Materials

Judith Brace participated in the PCS Packets Task Force, which meets periodically to select topics for future packets, reviews materials to be included in the packets, and suggests additional resource materials.

### Advisory Group

William Smith continued to serve on the PCS Advisory Group reviewing and evaluating country project proposals.



Program for the Introduction and Adaptation of Contraceptive Technology

Program for Appropriate Technology in Health

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*Board of Directors:*

Dr. Estefania Aldaba-Lim  
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Dr. Aliqur R. Khan  
Mr. Luis de la Mecorra  
Dr. Noiwandle N. Mashalaba  
Dr. Rita Thapa

ANNUAL REPORT

TO

Johns Hopkins University

Population Communication Services Project

Cooperative Agreement No. DPE-3004-A-00-2018-00

*President:*

Gordon W. Ferkin, M.D.

Submitted by

PIACT

Program for the Introduction and Adaptation  
of Contraceptive Technology

Washington, D.C.

October 1985

*Washington, D.C. Office:*

1255 23rd Street N.W. • Suite 420 • Washington, D.C. 20037 USA  
Tel: (202) 822-0033 • Telex: 4740019

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PIACT'S REPORT FOR  
POPULATION COMMUNICATION SERVICES' FY 1985 ANNUAL REPORT

SUMMARY

PIACT has provided services to JHU/PCS as outlined in Cooperative Agreement No. DPE-3004-A-00-2018-00. During Year III, PIACT received and completed the following Requests for Services (RFS):

RFS #22: Print materials for Nepal. (CP)

RFS #23: Pretesting and adapting Ciudad Juarez print materials (Mexico). (CP)

RFS #24: Technical assistance to Child Spacing and Family Planning Council of Zimbabwe. (TA)

RFS #25: Pretesting FEMAP radio spots in four Mexican cities. (CP)

RFS #26: Technical assistance to AID/Senegal Family Health Project. (1A)

RFS #27: Technical assistance to CSFPC to continue print materials' development (Zimbabwe). (TA)

RFS #28: Development of a booklet on female sterilization with University College Hospital, Ibadan; development and pretesting of posters in Ogun State (Nigeria). (CP)

RFS #29: Project implementation (Sudan). (CP)

RFS #30: Africa-region print materials project, Initial Phase (Regional). (F&M)

RFS #31: Burundi print materials technical assistance. (TA)

RFS #32: Design baseline data research (Brazil). (CP)

RFS #33: Technical assistance to USAID/Senegal family health project.  
(TA)

RFS #34: Materials' development (Nigeria). (CP)

RFS #36: Technical assistance in evaluation, training, and project  
development (Nepal). (CP)

RFS #37: Print materials' development and pretesting (Bolivia and  
Brazil--Brazil amended to RFS #40). (CP)

RFS #38: Technical assistance in evaluation of family planning methods  
booklets (Nepal). (CP)

The following RFS was not completed:

RFS #35: Print materials' development and proposal development (Liberia).  
(CP) The trip was postponed at the request of the AID Mission.

This report summarizes the assistance PIACT provided to JHU/PCS between October 1, 1984 and September 30, 1985.

#### NEEDS ASSESSMENT (NA)

PIACT received no requests to assist in Needs Assessments during Year III of the project.

#### COUNTRY PROJECT (CP)

PIACT staff and associates provided assistance to JHU/PCS in a variety of technical assistance missions to country projects in Nepal, Mexico, Nigeria, Sudan, Brazil, and Bolivia.

NEPAL: PIACT provided technical assistance to the Nepal Family Planning/ Maternal and Child Health Project (FP/MCH) in print materials' development for Nepal (RFS #22) and accomplished the following objectives: (1) developed training curricula and schedules for Regional Training Officer (RTO) and Panchayat Based Health Worker (PBHW) Training Programs; (2) supervised the IEC Division during training of RTOs to train all levels of health workers in proper use of the oral contraceptive and condom booklets and other instructional print materials; (3) worked out a compromise in time to avoid printing of 30,000 copies of the condom booklets with pictorial instructions that were not comprehensible but had been substituted without testing or informing JHU/PCS; (4) observed and assessed: (a) the RTO training of field workers and (b) the actual use of the oral contraceptive and condom booklets by PBHWs, Community Health

Leaders (CHLs), and one Intermediate Supervisor (IS) in several Terai villages; (5) finalized the motivational booklet, including a fourth round of pretests of both text and pictorial symbols. Worked with the artist to revise the booklet based on recommendations from pretests and worked with staff and local printers to ensure timely printing. In July 1985, a follow-up visit to provide technical assistance in evaluation, training, and project development (RFS #36) included: (1) planning oral contraceptive and condom booklet evaluation activities; (2) assisting the IEC and training division to train health workers to use the motivational booklet; (3) assisting in finalizing the ORS card; (4) programming expenditures of excess rupees gained through an increase in the exchange rate and developing a workplan and budget for use of additional funds; (5) exploring ideas for future JHU/PCS collaboration with FP/MCH. Since January 1985, 46,000 of the 60,000 oral contraceptive and condom booklets have been distributed. PIACT provided technical assistance (RFS #38) in September 1985 to aid in evaluation of the distribution and impact of the family planning methods booklets.

NIGERIA: A PIACT associate based in Nigeria has provided technical assistance to JHU/PCS in several projects in Ibadan, Oyo State; Abeokuta, Ogun State; and Ilorin, Kwara State (RFS #28, 34). In Ibadan, the PIACT associate assisted in planning a project to develop and print a booklet on voluntary surgical contraception including preparation of the workplan, budget, and implementation strategy. The project staff has

set mid-November for project launching and staff training. Technical assistance to JHU/PCS project staff in Abeokuta consisted of developing and pretesting motivational posters and radio spots with family planning messages for a state-wide IEC campaign. The JHU/PCS project involved production of: 500 copies each of silk-screened posters; mimeographed handouts providing information on clinic location and operating hours; a one-hour family planning social drama; a thirty-two minute news feature on family planning in Ogun State; two sixty-second television spots on family planning; four sixty-second radio spots on family planning; a fifteen-minute recording of family planning songs by nurses for use on television and radio; and a fifteen-minute recording of family planning songs done in traditional Ewi style for both television and radio. The PIACT associate participated in project review in Ilorin, Kwara State, in early July as requested by JHU/PCS.

MEXICO: During a seven week assignment, a PIACT associate provided technical assistance in pretesting and adapting six pamphlets on contraceptive methods in seven Mexican cities. The objective of this assignment (RFS #23) was to develop six pamphlets on contraceptive methods appropriate for use in different regions of the country by the FEMAP associates.

Another Mexico-based PIACT associate assisted FEMAP in pretesting and adapting existing and new radio spots on family planning in Nogales, Monterrey, Coatzacoalcas and Matamoros. These

radio spots are to be used by FEMAP in broadcasting family planning information to clients. (RFS #25)

SUDAN: In March 1985, a PIACT team assisted staff of the Sudan Community-Based Family Health Project to implement plans for a JHU/PCS project developing print materials on family planning motivation and oral contraceptives (RFS #29). In an effort to keep relevant organizations informed of project progress, PIACT staff worked with project staff to plan and hold a presentation for approximately 20 representatives of local organizations. PIACT staff worked with the new I&E Officer for the Sudan Fertility Control Association in order to orient him to relevant population communication activities.

BRAZIL: In April 1985, a PIACT associate worked with JHU/PCS project staff of the Associacao Brasileira de Entidades de Planejamento Familiar (ABEPF) in developing the appropriate quantitative and qualitative methodologies for baseline research with various target audiences (RFS #32). The target audiences were segmented to include: (a) users, (b) providers, (c) general public, and (d) community leaders. The consultant supervised practice sessions where the qualitative research methods were used with sample target groups. She also discussed the project workplan.

A PIACT team will return to Brazil in November 1985 to train the project staff in print materials' development pretesting (RFS #40).

BOLIVIA: A PIACT team assisted the project staff of Centro de Orientación Familiar in designing and implementing a methodology for pretesting IEC print materials, with an emphasis on working with representatives of the target audience. Practical training in materials' design and pretesting was provided. Additional objectives were to (1) encourage the project staff to consider the need for service provider materials, and (2) attempt to stimulate collaboration among the various Bolivian family planning institutions which participated in the inter-institutional meeting held in La Paz on May 17, 1985.

LIBERIA: A PIACT associate was prepared to work with the project staff in Liberia to develop a plan to produce a booklet on natural family planning (RFS #35). The trip was postponed.

#### TECHNICAL ASSISTANCE (TA)

During FY 1985, PIACT staff and associates provided technical assistance to projects in Zimbabwe (RFS #24 and 27), Senegal (RFS #26 and 33), and Burundi (RFS #31).

ZIMBABWE: A PIACT associate worked with the Child Spacing and Family Planning Council to fulfill the following objectives: (1) production of photographed versions of the IUD booklet, including testing and revision of pictures and Shona text; (2) final preparation of the two oral contraceptive booklets; (3) finalization of the informational brochure text, and choice of format and type-face; and (4) discussion of poster, flipbook, and newsletter.

SENEGAL: In November and December 1984, a PIACT associate provided technical assistance to the project staff of the Senegal Family Health Project and accomplished the following tasks (RFS #26): (1) developed drafts of five booklets, (2) trained 15 field staff members in focus group discussion (FGD) and pretesting methodologies, (3) held FGDs on contraceptive methods with field staff and with villagers, (4) completed one round of pretests for one of the booklets, and (5) planned post-consultancy project activities and developed a timeline.

During follow-up consultancy in June 1985 (RFS #33), the PIACT associate assisted the project staff in (1) developing and pretesting the booklets; (2) planning booklet distribution; (3) scheduling training sessions for orientation of health workers in the use of the booklets; (4) producing written instructions for health workers on how to use the booklet; and (5) developing curricular/training materials for trainers.

BURUNDI: A PIACT associate worked with the African Institute for Economic and Social Development and the Ministry of Health to develop a communication strategy with indications of personnel needs, budget, and TA implementation plan (RFS #31).

#### FILMS AND MATERIALS (F&M)

##### 1. Africa-Region Print Materials Project (RFS #30)

PIACT staff worked closely with JHU/PCS to review model materials from the Media/Materials collection and hired an artist in order to

prepare drafts of fieldworkers' manual, flipchart, client booklet, and wallchart. The fieldworkers' manual, client booklet, and wallchart are ready for pretesting in Anglophone sub-Saharan Africa. During a visit to Senegal, the consultant discussed plans for pretesting the African Prototype Materials in this country.

2. Several PIACT staff assisted with development of PCS packets #5 and #6, and made suggestions for future packet topics.
3. PIACT staff travelling on both JHU/PCS and non JHU/PCS assignments collected health and family planning materials for the Media and Materials collection.

#### MEETINGS AND WORKSHOPS (M&W)

##### Arab World Communication Workshop

A PIACT representative gave a presentation at the Arab World Communication Workshop in August 1985.

##### ADVISORY GROUP (AG)

The President of PIACT serves as a member of the Advisory Group. During FY 1985, he reviewed country project proposals and sent comments on each to JHU/PCS.

THE JOHNS HOPKINS UNIVERSITY

APPENDIX I

PIP/POPULATION COMMUNICATION SERVICES PROJECT	YEAR 1		YEAR 2		Y E A R 3 (BY QUARTER)			TOTAL	TOTAL
	09/30/82	10/01/83	10/01/84	01/01/85	04/01/85	07/01/85	10/01/84	YEARS 1-3	
EXPENDITURES	09/30/83	09/30/84	12/31/84	03/31/85	06/30/85	09/30/85	09/30/85	09/30/85	
SALARIES	\$262,992	\$411,107	\$91,271	\$88,729	\$216,513	\$191,511	\$588,023	\$1,262,122	
FRINGE BENEFITS	53,626	90,424	20,973	25,507	50,643	45,698	142,821	286,071	
CONSULTANTS	102,525	177,784	44,368	54,583	49,684	41,935	190,772	471,081	
TRAVEL & ALLOWANCES	36,257	86,561	31,638	51,713	75,821	83,919	243,091	363,909	
SUBCONTRACTS	36,088	412,833	413,775	285,877	472,958	361,251	1,533,860	2,032,781	
OTHER DIR. COST	38,132	117,787	38,549	46,215	79,357	48,253	212,576	368,493	
EQUIP. & SUPPLIES	63,447	47,455	16,902	28,067	44,622	28,429	118,020	228,922	
OVERHEAD	113,998	213,786	54,945	67,429	122,621	131,279	376,274	704,058	
<b>TOTAL</b>	<b>\$757,065</b>	<b>\$1,557,737</b>	<b>\$712,621</b>	<b>\$648,122</b>	<b>\$1,112,418</b>	<b>\$932,277</b>	<b>\$3,405,437</b>	<b>\$5,720,240</b>	

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FINANCIAL STATUS REPORT		11. FEDERAL AGENCY TO WHICH REPORT IS SUBMITTED : Agency for International Development		12. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER : AID/ DPE-3094-A-00-2019-00		OMB APPROVED : YES		PAGE OF : NO. 83-80189 -1 : 1	
3. RECIPIENT ORGANIZATION		14. EMPLOYER IDENTIFICATION NUMBER : 1-520595110-A5		15. RECIPIENT ACCOUNT NUMBER : H.52.7513 MASTER		16. FINAL REPORT : YES		17. BASIS : NO : CASH : ACCRUAL	
The Johns Hopkins University Charles and 34th Streets Baltimore, Maryland 21218		18. PROJECT/ GRANT PERIOD		PERIOD COVERED BY THIS REPORT					
		FROM (Month, day, year) : 09/30/82		TO (Month, day, year) : 09/30/87		FROM (Month, day, year) : 1/01/85		TO (Month, day, year) : 3/31/85	
10.		STATUS OF FUNDS							
PROGRAMS/ FUNCTIONS/ ACTIVITIES		(a) Core Funds PIN 8935-3094	(b) Africa Bur. 899-0062.15	(c)	(d)	(e)	(f)	(g) TOTAL	
a. Net outlays previously reported		\$2,855,936.54	\$161,487.00					\$3,017,423.54	
b. Total outlays this report period		554,299.44	93,822.23					648,121.67	
c. Less: Program income credits		0	0.00					0.00	
d. Net outlays this report period (Line b minus line c)		554,299.44	93,822.23					648,121.67	
e. Net outlays to date (Line a plus line d)		3,420,235.98	255,309.23					3,675,545.21	
f. Less: Non-Federal share of outlays		0	0.00					0.00	
g. Total Federal share of outlays (Line e minus line f)		3,420,235.98	255,309.23					3,675,545.21	
h. Total unliquidated obligations		0	0.00					0.00	
i. Less: Non-Federal share of unliquidated obligations shown on line h.		0	0.00					0.00	
j. Fed. share of unliquidated obligations		0	0.00					0.00	
k. Total Federal share of outlays and unliquidated obligations		3,420,235.98	255,309.23					3,675,545.21	
l. Total cumulative amount of Fed. funds authorized		4,655,845.00	500,000.00					5,155,845.00	
m. Unobligated balance of Federal funds		\$1,235,609.02	244,690.77					1,480,299.79	
11. TYPE OF RATE		13. CERTIFICATION		SIGNATURE OF AUTHORIZED OFFICIAL		DATE SUBMITTED			
INDIRECT : PROVISIONAL : PREDETERMINED : FINAL		: : FIXED		I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays are for the purposes set forth in the award documents.		<i>Edward M. Respoli</i>		5/2/85	
EXPENSE :				NAME AND TITLE		TELEPHONE			
1b. RATE		1c. BASE		1d. TOTAL AMOUNT		1e. FEDERAL SHARE			
\$92,502,202.23		\$1,979,839.94		\$450,159.34		\$450,159.34			

FINANCIAL STATUS REPORT		11. FEDERAL AGENCY TO WHICH REPORT IS SUBMITTED		12. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER		ORG APPROVED		PAGE OF	
		Agency for International Development		AID/DFE-3004-A-00-2010-00		NO. 80-80180		1 : 1	
3. RECIPIENT ORGANIZATION		14. EMPLOYER IDENTIFICATION NUMBER(S)		15. RECIPIENT ACCOUNT NUMBER		16. FINAL REPORT		17. BASIS	
		1-520595110-65		III.52.7513 HASTER		: : YES : : NO : : CASH : : ACCRUAL			
The Johns Hopkins University Charles and 31th Streets Baltimore, Maryland 21218		18. PROJECT/ GRANT PERIOD		19. PERIOD COVERED BY THIS REPORT					
		FROM (Month, day, year)		TO (Month, day, year)		FROM (Month, day, year)		TO (Month, day, year)	
		09/30/82		09/30/87		4/01/83		6/30/85 1st Closing	
10.		STATUS OF FUNDS							
PROGRAMS/ FUNCTIONS/ ACTIVITIES		(a) Core Funds	(b) Africa Bur.	(c)	(d)	(e)	(f)	(g)	TOTAL
		PIN 4936-3004	890-0062.15						
a. Net outlays previously reported		\$3,420,235.98	\$255,309.23						\$3,675,545.21
b. Total outlays this report period		1,018,435.48	93,982.79						1,112,418.27
c. Less: Program income credits		0	0.00						0.00
d. Net outlays this report period (Line b minus line c)		1,018,435.48	93,982.79						1,112,418.27
e. Net outlays to date (Line a plus line d)		4,438,671.46	349,292.02						4,787,963.48
f. Less: Non-Federal share of outlays		0	0.00						0.00
g. Total Federal share of outlays (Line e minus line f)		4,438,671.46	349,292.02						4,787,963.48
h. Total unliquidated obligations		0	0.00						0.00
i. Less: Non-Federal share of unliquidated obligations shown on line h.		0	0.00						0.00
j. Fed. share of unliquidated obligations		0	0.00						0.00
k. Total Federal share of outlays and unliquidated obligations		4,438,671.46	349,292.02						4,787,963.48
l. Total cumulative amount of Fed. funds authorized		4,656,845.00	500,000.00						5,156,845.00
m. Unobligated balance of Federal funds		\$218,173.54	150,707.98						368,881.52
11. TYPE OF RATE		13. CERTIFICATION		SIGNATURE OF AUTHORIZED OFFICIAL		DATE SUBMITTED			
INDIRECT : : PROVISIONAL : : PREDETERMINED : : FINAL : : FIRED		I certify to the best of my know- ledge and belief that this report is correct and complete and that all outlays are for the purposes set forth in the award documents.		<i>Sharon E. Lee</i>		7-31-85			
EXPENSE		12. RATE		14. FEDERAL SHARE		NAME AND TITLE		TELEPHONE	
		15% 501,201,231.82, 287,880.23		\$450,159.34		Sharon E. Lee, Asst. Budget Director		301-532-6702	

# FINANCIAL STATUS REPORT

(Follow instructions on the back)

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED Agency for International Development	2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER DPE-3004-A+00-2018-00	CMB Approved No. 80-RO180	PAGE 1 OF 1 PAI
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3. RECIPIENT ORGANIZATION (Name and complete address, including ZIP code)  
The Johns Hopkins University  
Charles & 34th Streets  
Baltimore, MD 21218

4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5	5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER 11.52.7513; 7514; 7518/2.30	6. FINAL REPORT <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	7. BASIS <input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCT
8. PROJECT/GRANT PERIOD (See instructions) FROM (Month, day, year) 09/30/82 TO (Month, day, year) 09/30/87		9. PERIOD COVERED BY THIS REPORT FROM (Month, day, year) 06/30/85 II closing TO (Month, day, year) 09/30/85	

PROGRAMS/FUNCTIONS/ACTIVITIES >	STATUS OF FUNDS						
	(a) Core Funds PIN 936-3004	(b) Africa Bur. 698-0062.15	(c)	(d)	(e)	(f)	TOTAL (g)
a. Net outlays previously reported	\$ 4,438,671.46	\$ 349,292.02	\$	\$	\$	\$	\$ 4,787,963.48
b. Total outlays this report period	820,765.69	111,510.63					932,276.32
c. Less: Program income credits	.00	.00					.00
d. Net outlays this report period (Line b minus line c)	820,765.69	111,510.63					932,276.32
e. Net outlays to date (Line a plus line d)	5,259,437.15	460,802.65					5,720,239.80
f. Less: Non-Federal share of outlays	.00	.00					.00
g. Total Federal share of outlays (Line e minus line f)	5,259,437.15	460,802.65					5,720,239.80
h. Total unliquidated obligations	.00	.00					.00
i. Less: Non-Federal share of unliquidated obligations shown on line h	.00	.00					.00
j. Federal share of unliquidated obligations	.00	.00					.00
k. Total Federal share of outlays and unliquidated obligations	5,259,437.15	460,802.65					5,720,239.80
l. Total cumulative amount of Federal funds authorized	7,236,845.00	500,000.00					7,736,845.00
m. Unobligated balance of Federal funds	1,977,407.85	39,197.35					2,016,605.20

11. FUNDING CATEGORY

12. REMARKS: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with automated regulations.

a. TYPE OF RATE (Place "X" in appropriate box)	<input type="checkbox"/> PROVISIONAL	<input type="checkbox"/> PREDETERMINED	<input type="checkbox"/> FINAL	<input type="checkbox"/> FIXED
b. RATE 50%, 50%,	c. DAGE	d. TOTAL AMOUNT	e. FEDERAL SHARE	
100%, 24%, 22%, 20%		\$2,937,605.86	\$704,058.48	\$704,058.48

13. CERTIFICATION  
I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL  
*Kenneth W. Hoffmeyer*

TYPED OR PRINTED NAME AND TITLE  
Kenneth W. Hoffmeyer  
Director of Cost Analysis

DATE REPORT SUBMITTED  
11/9/85

TELEPHONE (Area code, number and extension)  
301-338-4608

KWH/gzl/cei

STANDARD FORM 269 (7-76)  
Prescribed by Office of Management and Budget  
Cir. No. A-119

PIP/POPULATION COMMUNICATION SERVICES PROJECT			
STATEMENT OF ACCOUNT (Including Accruals)	ACTUAL	BUDGET	DEVIATION
	EXPENDITURES		
	FR: 10/01/84	FR: 10/01/84	
	TO: 09/30/85	TO: 09/30/85	
SALARIES & WAGES	\$588,023	\$613,392	\$25,369
FRINGE BENEFITS	142,821	143,508	687
CONSULTANTS	190,772	158,832	(31,940)
TRAVEL & ALLOWANCES	243,091	232,104	(10,987)
EQUIPMENT AND SUPPLIES	118,020	66,807	(51,213)
SUBCONTRACTS			
COUNTRY PROJECTS	916,895	1,384,128	467,233
AED	596,565	504,372	(92,193)
PIACT	326,531	249,828	(76,703)
NPN	16,384	17,256	872
	44,500		(44,500)
SUBTOTAL	1,900,875	2,155,584	254,709
OTHER DIRECT COSTS	212,576	142,803	(69,773)
INDIRECT COSTS	376,273	324,984	(51,289)
TOTAL	\$3,772,451	\$3,838,014	\$65,563

## NOTES:

- (1) THIS REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEES FOR SERVICES AND TRAVEL ALLOWANCES.
- (3) EXPENDITURES FOR SUBCONTRACTS INCLUDE ACCRUED EXPENDITURES IN THE AMOUNT OF \$367,014.
- (4) EXPENDITURES FOR OTHER DIRECT COSTS INCLUDE \$14,025 FILM REVENUE.

## THE JOHNS HOPKINS UNIVERSITY

PIP/POPULATION COMMUNICATION SERVICES PROJECT		ACTUAL VOUCHERED EXPENDITURES		EXPENDITURES INCLUDING ACCRUALS	TOTAL EXPENDITURES
CUMULATIVE EXPENDITURES (Including Accruals)	FR: 10/01/82 TO: 09/30/83	FR: 10/01/83 TO: 09/30/84	FR: 10/01/84 TO: 09/30/85	FR: 10/01/82 TO: 09/30/85	
SALARIES & WAGES	\$262,992	\$411,106	\$588,023	\$1,262,121	
FRINGE BENEFITS	53,625	90,423	142,821	286,869	
CONSULTANTS	102,525	177,784	190,772	471,081	
TRAVEL AND ALLOWANCES	36,257	86,561	243,091	365,909	
EQUIPMENT AND SUPPLIES	63,447	47,457	118,020	228,924	
SUBCONTRACTS					
COUNTRY PROJECTS					
AED	0	46,562	916,895	963,457	
PIACT	60,957	191,860	596,565	849,382	
NPN	14,601	137,391	326,531	478,523	
AUDITS	10,530	37,020	16,384	63,934	
	0	0	44,500	44,500	
SUBTOTAL	86,088	412,833	1,900,875	2,399,796	
OTHER DIRECT COST	38,132	117,787	212,576	368,495	
INDIRECT COST	113,999	213,786	376,273	704,058	
TOTAL	\$757,065	\$1,557,737	\$3,772,451	\$6,087,253	
OBLIGATED AS OF 09/30/85					\$8,861,845
BALANCE OF FUNDS AS OF 09/30/85					\$2,774,592
OUTSTANDING COUNTRY PROJECT OBLIGATIONS					\$1,050,847
REMAINING BALANCE					\$1,723,745

## NOTES:

- (1) THIS REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEE FOR SERVICES AND TRAVEL ALLOWANCES.
- (3) EXPENDITURES FOR SUBCONTRACTS INCLUDE ACCRUED EXPENDITURES IN THE AMOUNT OF \$367,014 AS OF 9/30/85.
- (4) EXPENDITURES FOR OTHER DIRECT COST INCLUDE \$14,025 FILM REVENUE CREDIT.

THE JOHNS HOPKINS UNIVERSITY  
STATEMENT OF ACCOUNT

APPENDIX L1

PIP/POPULATION COMMUNICATION SERVICES PROJECT	YEAR 2 EXPENDITURES FR: 10/01/83 TO: 09/30/84	YEAR 3 EXPENDITURES FR: 10/01/84 TO: 09/30/85	TOTAL EXPENDITURES
SALARIES & WAGES	\$27,344	\$44,129	\$71,473
FRINGE BENEFITS	6,426	10,591	17,017
CONSULTANTS	50,753	16,967	67,720
TRAVEL AND ALLOWANCES	31,018	28,280	59,298
EQUIPMENT & SUPPLIES	0	0	0
SUBCONTRACTS			
COUNTRY PROJECTS	0	128,794	128,794
AED	0	0	0
PIACT	37,249	0	37,249
SUBTOTAL	37,249	128,794	166,043
OTHER DIRECT COST	42,467	8,234	50,701
SUBTOTAL	195,257	236,995	432,252
IDC	37,497	30,251	67,748
TOTAL	\$232,754	\$267,246	\$500,000

THE JOHNS HOPKINS UNIVERSITY  
STATEMENT OF ACCOUNT

APPENDIX L2

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PIP/POPULATION COMMUNICATION
SERVICES PROJECT                YEAR 3                YEAR 4
                                EXPENDITURES         BUDGET
LATIN AMERICA BUY-IN ($300,000) FR: 10/01/84         FR: 10/01/85         TOTAL
(AMENDMENT NO. 4)              TO: 09/30/85         TO: 09/30/86         BUDGET
=====
SALARIES & WAGES                $7,133                $12,809                $19,942
FRINGE BENEFITS                 1,676                 3,074                 4,750
CONSULTANTS                     0                     0                     0
TRAVEL AND ALLOWANCES           3,226                 11,134                14,360
EQUIPMENT & SUPPLIES            0                     0                     0
SUBCONTRACTS
  *COUNTRY PROJECTS            50,000                190,000                240,000
  AED                          0                     0                     0
  PIACT                         0                     0                     0
-----
SUBTOTAL                        50,000                190,000                240,000
OTHER DIRECT COST               100                   7,562                 7,662
-----
SUBTOTAL                        62,135                224,579                286,714
-----
IDC                             2,912                 10,374                 13,286
-----
TOTAL                          $65,047                $234,953                $300,000
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NOTE: THE ABOVE BUDGET HAS BEEN MODIFIED TO REPORT ACTUAL EXPENDITURES  
FOR YEAR 3 AND PROJECTED BUDGET FOR YEAR 4.  
\*INCLUDES \$5,000 FOR AUDITS

PIP/POPULATION COMMUNICATION SERVICES PROJECT	YEAR 2 EXPENDITURES	YEAR 3 EXPENDITURES	YEAR 4 BUDGET	YEAR 5 BUDGET	TOTAL BUDGET
ASIA (INDIA) BUY-IN (CAMPAIGN NO. 4)	FR: 10/01/82 TD: 09/30/83	FR: 10/01/84 TD: 09/30/85	FR: 10/01/86 TD: 09/30/86	FR: 10/01/87 TD: 01/30/87	
SALARIES & FEES	0	\$49,692	\$56,200	\$16,587	\$121,602
FRINGE BENEFITS	250	11,752	14,000	3,898	30,472
CONSULTANTS	2,000	0	0	0	20,615
TRAVEL AND ALLOWANCES	4,982	0	35,228	15,303	94,906
EQUIPMENT & SUPPLIES	0	0	0	0	0
SUBCONTRACTS					
COUNTRY PROJECTS	0	0	0	0	0
AED	0	0	0	0	0
PIACT	0	0	0	0	0
SUBTOTAL	0	0	0	0	0
OTHER DIRECT COSTS	0	1,873	2,069	600	4,542
SUBTOTAL	8,345	121,323	106,079	36,390	272,137
IDC	2,003	32,028	31,824	12,009	77,863
TOTAL	\$10,348	\$153,351	\$137,903	\$48,399	\$350,000

NOTE: THE ABOVE BUDGET IS SIGNIFICANTLY DIFFERENT FROM THE ORIGINAL BUDGET.  
ALL JHU/PCS CORE SUPPORT STAFF COSTS HAVE BEEN REMOVED IN ORDER TO MAINTAIN \$350,000 CEILING.

THE FOLLOWING CORE COSTS ARE NOT INCLUDED IN THE ABOVE ASIA BUY-IN BUDGET (EXCLUDES JHU/PCS CORE SUPPORT STAFF COST):

\*\*\*\*\*

	EXPENDITURES YEARS-1-3	BUDGET YEAR 4	BUDGET YEAR 5	TOTAL
SLIDE PREPARATION & PRESENTATION (TARA SINHA)		\$2,000	\$ 0	\$2,000
ONE-WAY RETURN TICKET FROM INDIA TO MONTANA		0	2,000	2,000
ASIA REGIONAL TRAVEL		5,000	3,000	8,000
INDIA IN-COUNTRY TRAVEL		2,000	1,500	3,500
INDIRECT COST		2,700	2,145	4,845
ASIA CORE COSTS EXCLUDED FROM ABOVE BUDGET	0	11,700	8,645	20,345
BUY-IN BUDGET	163,699	137,903	48,399	350,000
TOTAL ASIA COSTS	\$163,699	\$149,603	\$57,044	\$370,345

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APPENDIX LA

PIP/POPULATION COMMUNICATION SERVICES PROJECT				
	YEAR 3	YEAR 4	YEAR 5	
	EXPENDITURES	BUDGET	BUDGET	
LATIN AMERICA BUY-IN (AMENDMENT NO. 6)	FR: 10/01/84 TO: 09/30/85	FR: 10/01/85 TO: 09/30/86	FR: 10/01/85 TO: 09/30/87	TOTAL BUDGET
SALARIES & WAGES	\$1,941	\$3,014	\$1,658	\$6,613
FRINGE BENEFITS	456	723	415	1,594
CONSULTANTS	0	5,000	2,000	7,000
TRAVEL AND ALLOWANCES	1,573	5,050	4,300	10,923
EQUIPMENT & SUPPLIES	0	0	0	0
SUBCONTRACTS				
COUNTRY PROJECTS		170,000	71,000	241,000
AED	0	0		0
PIACT	0	0		0
SUBTOTAL	0	170,000	71,000	241,000
OTHER DIRECT COST	243	2,656	950	3,849
SUBTOTAL	2,213	186,443	80,323	270,979
IDC	1,011	4,933	3,077	9,021
TOTAL	\$5,224	\$191,376	\$83,400	\$280,000

NOTE: THE ABOVE BUDGET REPORTS ACTUAL EXPENDITURES FOR YEAR 3, AND ESTIMATED BUDGETS FOR YEAR 4 & 5.

PIP/POPULATION SERVICES PROJECT	LOCATION	YEAR 4 BUDGET		YEAR 5 BUDGET		TOTAL BUDGET
		FR: 10/01/85	TO: 09/30/86	FR: 10/01/86	TO: 09/30/87	
*AFRICA NIGERIA (51 MIL)						
(AMENDMENT NO. 7)						
=====						
SALARIES & WAGES		\$62,683		\$79,416		\$142,099
FRINGE BENEFITS		15,044		19,854		34,898
CONSULTANTS		17,388		18,258		35,646
TRAVEL AND ALLOWANCES		48,996		60,095		109,091
EQUIPMENT & SUPPLIES		4,940		1,440		6,380
SUBCONTRACTS						
COUNTRY PROJECTS		390,632		70,000		460,632
AFD		49,434		0		49,434
PIACT		51,986		0		51,986
SUBTOTAL		492,072		70,000		562,072
OTHER DIRECT COST		2,325		2,245		4,570
-----						
SUBTOTAL		643,448		251,308		894,756
-----						
IDC		45,413		59,831		105,244
-----						
TOTAL		\$688,861		\$311,139		\$1,000,000
=====						

\*CONTINGENT UPON INCREASE OF COOPERATIVE AGREEMENT COILING

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APPENDIX L6

PIP/POPULATION COMMUNICATION SERVICES PROJECT			
	YEAR 4 BUDGET	YEAR 5 BUDGET	TOTAL BUDGET
*ASIA BUY-IN (\$125,000) (AMENDMENT NO. 7)	FR: 10/01/85 TO: 09/30/86	FR: 10/01/86 TO: 09/30/87	
SALARIES & WAGES	\$7,304	\$7,333	\$14,637
FRINGE BENEFITS	1,753	1,833	3,586
CONSULTANTS	9,716	0	9,716
TRAVEL AND ALLOWANCES	17,905	0	17,905
EQUIPMENT & SUPPLIES	0	0	0
SUBCONTRACTS			
COUNTRY PROJECTS	21,000	44,128	65,128
AED	0	0	0
PIACT	0	0	0
SUBTOTAL	21,000	44,128	65,128
OTHER DIRECT COST	0	0	0
SUBTOTAL	57,678	53,294	110,972
IDC	11,003	3,025	14,028
TOTAL	\$68,681	\$56,319	\$125,000

\*CONTINGENT UPON INCREASE OF COOPERATIVE AGREEMENT CEILING

## REPORT ON AFRICA BUY-IN ACTIVITIES AND EXPENDITURES--FY1985

In August 1983, JHU/PCS received funding from the USAID Africa Bureau (Family Health Initiatives) in the amount of \$500,000 for a two-year period. As a result of these buy-in funds, seven activities were undertaken in Africa during the second project year at a cost of \$232,754. These activities are described in detail in Appendix N of the JHU/PCS FY1984 Annual Report. During the Third Project Year, 10 additional activities were undertaken in Africa at a cost of \$267,246. These activities were as follows:

- (1) Nigeria: project with Kwara State MOH
- (2) Nigeria: FP information booklet production and distribution project with the Planned Parenthood Federation of Nigeria (PPFN)
- (3) Nigeria: materials development in Ogun State
- (4) Nigeria: project development with the University of Ibadan
- (5) Nigeria: project development with the PPFN
- (6) Nigeria: project development with the Imo State Ministry of Health
- (7) Nigeria: project development with the Ondo State Ministry of Health
- (8) Nigeria: project development with the Nigerian Television Authority/Enugu
- (9) Nigeria: project development with the Nigerian Television Authority/Federal Ministry of Information/Federal Ministry of Health
- (10) Senegal: Partial support for the Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA) Family Health Broadcasting Project

Expenditures for these activities are listed in Appendix O, which follows. JHU/PCS could not have provided the substantial support for these important activities without specific funds from the Africa Bureau.

1. Nigeria: project with Kwara State MOH

This project was developed as a result of JHU/PCS staff and consultant visits to Kwara State during FY1984 which were charged to the buy-in. The purpose of the project is to provide family planning information in the context of childcare and parental responsibility in order to increase the number of FP acceptors in Kwara State. The project was visited by JHU/PCS Principal Investigator Phyllis T. Piotrow and JHU/PCS Regional Program Coordinator José G. Rimon II in October and November/December 1984, respectively. A schedule

of TA visits was developed and materials under development were reviewed during these visits. Rimon visited three additional times during FY1985 and provided technical assistance in the development of radio spots, TV spots and two newspaper ads. These materials development activities culminated on June 27, 1985 when the Kwara State Ministry of Health officially launched its family planning campaign, the first such activity ever to be held in Nigeria. Reports from Kwara State indicate that the campaign has been a large success. For example, clinic statistics for the June-August reporting period show 1,444 new FP acceptors in the State. This represents a 123 percent increase in the number of new acceptors compared with the previous quarter. Journalists and broadcasters representing major newspapers and TV and radio stations covered the event. (See project summary AF-NGA-01 for more details.) The approved two-year budget of the project is \$86,947. Of this, \$26,939 was supported by the buy-in. A portion of Dr. Piotrow's travel and all of Mr. Rimon's travel were charged to the buy-in.

2. Nigeria: FP information booklet production and distribution project with the PPFN

Funding from the Africa Bureau covered project development by JHU/PCS staff and consultants in FY1984. The project supports the printing of pictorial booklets on contraceptive methods produced mainly for a low-literate audience of family planning clients. A total of nine booklets (215,000 copies) on the pill, IUCD, and condom were printed in Hausa, Ibo, and Pidgin English. (See project summary AF-NGA-02 for more details.) Under the project, PPFN also distributed approximately 110,000 Yoruba booklets, which were printed in FY1984. PPFN was also responsible for national distribution of the booklets. All in-country project costs have been charged to the buy-in.

PPFN staff and the AID Affairs Officer in Lagos report that there is strong demand throughout Nigeria for all language versions of the booklets. JHU/PCS has initiated an evaluation to study the distribution, use, and impact of the Yoruba print materials prior to moving ahead with a second printing of the booklets.

Seven of the ten JHU/PCS visits to Nigeria during FY1984 were supported from the Africa buy-in (this excludes visits by in-country consultants). These visits spurred additional activities in Nigeria, the implementation of which is dependent on an increase in the JHU/PCS project ceiling. These additional activities are expected to be funded by JHU/PCS core funds or by a buy-in from USAID/Nigeria during FY1986. The projects listed in sections 3-9 following are expected to be initiated during FY1986. (They are described in more detail in Part II, Major Regional and Country Activities.)

3. Nigeria: materials development in Ogun State

In February 1985, JHU/PCS Regional Program Coordinator José Rimon and JHU/PCS Consultant Carol Becker visited the Ogun State MOH at the request of USAID/Nigeria to investigate possible IEC projects to support the Ogun State Family Planning Campaign. As a result of these visits, the Ogun State Ministry of Health has conducted a variety of successful activities, including a statewide FP campaign which was officially launched July 1, 1985. To follow up the Rimon/Becker visit, Carol Kazi of PIACT visited in March 1985 to finalize and pretest eight poster concepts (not charged to the buy-in). JHU/PCS consultant

John Boone was in Ogun March 28 - April 17, 1985 to assist in development and production of materials. The campaign was officially launched July 1, 1985 in Abeokuta. Four posters (2,150 copies) on the benefits of planning one's family, a 30-minute documentary on family planning, a one-hour TV drama with a family planning theme, three radio spots, one TV spot, and two 15-minute radio and video versions of family planning songs with Ewi music and dancing were all developed to support the launching. The USAID Affairs Officer and preliminary data gathered by a CDC staff member suggest that since the opening ceremonies there has been a significant increase in the number of new acceptors at FP clinics. The technical assistance visits of JHU/PCS consultants Carol Becker and John Boone were supported from the buy-in. Related print materials activities were supported from JHU/PCS core funds.

4. Nigeria: project development with the University of Ibadan--Female VSC Booklets

Project development discussions were held during José G. Rimon's March and April 1985 visits to the University of Ibadan. This project supports the development and distribution of pictorial booklets on female voluntary surgical contraception (VSC) with the Fertility Research Unit of the University. The booklets will be produced in Yoruba, Hausa, Ibo, and English and will be distributed nationally to clinicians and health centers.

5. Nigeria: project development with the PPFN--Family Health Broadcasting Workshop

In November 1984, José G. Rimon held discussions with Nigerian delegates to the URTNA workshop from the Federal Radio Corporation of Nigeria and PPFN. As a result, PPFN submitted a proposal to JHU/PCS for a national radio/TV workshop for Nigerian broadcasters to be modelled after URTNA. The expected date of the workshop is May 1986.

6. Nigeria: project development with the Imo State Ministry of Health--Imo IEC campaign

This is a broad IEC project involving multiple audiences and media developed with the Imo State Ministry of Health during visits by José G. Rimon and JHU/PCS consultant Carol Becker in February 1985 and in the subsequent Rimon visit in April 1986. Project components include: a workshop to promote women's participation in family planning; a 26-week radio soap-opera; two posters; flyers and banners to promote the radio show; and durable cue cards to be used by nurses in counseling clients. This project (PCS No. AF-NCA-06) is expected to start in January 1986.

7. Nigeria: project development with the Ondo State Ministry of Health--Ondo State radio drama

As a result of discussions on IEC needs of Ondo State conducted by JHU/PCS consultant Carol Becker during her March visit and during the April 1985 visit of José G. Rimon, a proposal by the MOH was drafted and submitted to JHU/PCS. The project includes a 30-minute radio drama on health and family planning issues. Twenty-six shows would be developed as well as two posters and flyers to promote the radio show. The project is expected to start in March 1986.

8. Nigeria: project development with the Nigerian Television Authority/Enugu--IEC campaign for Anambra State

During the Rimon visit of April 1985, a proposal was drafted with the Nigerian Television Authority/Enugu to produce a 13-week TV series to promote health and family planning. The purpose of the series would be to increase public awareness of family planning in Anambra State. This project is expected to start in March 1986.

9. Nigeria: project development with the Nigerian Television Authority/Federal Ministry of Information/Federal Ministry of Health

During Rimon's four visits to Nigeria, discussions have been held with representatives of the Nigerian Television Authority, the Federal Ministry of Information, and the Federal Ministry of Health regarding the production of a videotape documentary based on the RAPID presentation for Nigeria. The purpose of this documentary would be to educate policymakers and elites to the effects of rapid population growth on Nigeria's socio-economic development. It is anticipated that this project will start in mid-1986.

10. Senegal: partial support for the URTNA Family Health Broadcasting Project (AF-SEN-01)

This project is designed to increase broadcast coverage of population and family planning issues through direct contact between broadcasters and family health experts. The total project budget is \$72,462. A portion of project expenditures--\$29,869--was charged to the Africa buy-in. Principal project activities include: development and distribution of a Family Health Broadcast Bulletin in French and English with ready-to-air news and program notes on family health; and organization of two workshops for broadcasters to stimulate consideration of family planning and related issues. Major project activities during FY1985 included conducting of the two workshops in Nairobi and Dakar for a total of 83 broadcasters and FP communication specialists from 24 countries. Many good projects were developed as a result of these workshops for possible funding by URTNA in FY1986. It should be noted the some of the above activities were supported by JHU/PCS core funds. JHU/PCS Regional Program Coordinator Margaret B. Parlato visited URTNA three times during the year, of which one visit was supported from the buy-in. (Additional project activities are described in more detail in the project summary AF-SEN-01.)

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 EXPENDITURE REPORT FOR AFRICA BUY-IN FUNDS -- FY1984 AND FY1985  
 \$500,000 AMENDMENT NO. 2

ITEMS	NO. PERSON MONTHS	YEAR 2 10/1/83- 9/30/84	YEAR 3 10/1/84- 9/30/85	TOTAL
=====				
SALARIES				
=====				
SUBTOTAL PROFESSIONAL STAFF	34.2	27,344	44,129	71,473
=====				
FRINGE BENEFITS		6,426	10,591	17,017
=====				
INTERNATIONAL TRAVEL				
=====				
1 RT JORDAN-SENEGAL		2,167		2,167
1 RT KENYA		2,501		2,501
2 RT NIGERIA		1,715		1,715
1 RT ZAIRE		1,974		1,974
**1 RT DAKAR			4,448	4,448
NIGERIAN WORKSHOP		7,149		7,149
3 RT NIGERIA			21,871	21,871
1 PARTIAL TRIP NIGERIA			1,961	1,961
SUBSISTENCE & OTHER COSTS				
1 RT JORDAN/SENEGAL-20 DAYS		2,184		2,184
1 RT KENYA-40 DAYS		2,587		2,587
2 RT NIGERIA-49 DAYS		7,708		7,708
1 RT ZAIRE-33 DAYS		3,033		3,033
SUBTOTAL INT'L TRAVEL & SUBSISTENCE		31,018	28,280	59,298
=====				
CONSULTANTS				
=====				
1 RT SENEGAL				
CONSULTANT FEES		1,548		1,548
TRANSPORTATION & OTHER		1,929		1,929
2 RT NIGERIA				
CONSULTANT FEES		12,120		12,120
TRANSPORTATION & OTHER		16,984		16,984
NIGERIA IN-COUNTRY				
CONSULTANT FEES		480		480
TRANSPORTATION & OTHER		700		700
1 RT TUNISIA-SUDAN				
CONSULTANT FEES		2,622		2,622
TRANSPORTATION & OTHER		3,037		3,037

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 EXPENDITURE REPORT FOR AFRICA BUY-IN FUNDS -- FY1984 AND FY1985  
 \$500,000 AMENDMENT NO. 2

ITEMS	NO. PERSON MONTHS	YEAR 2 10/1/83- 9/30/84	YEAR 3 10/1/84- 9/30/85	TOTAL
=====				
1 RT TUNISIA-BALTIMORE				
CONSULTANT FEES		1,104		1,104
TRANSPORTATION & OTHER		2,099		2,099
1 RT SUDAN				
CONSULTANT FEES		3,969		3,969
TRANSPORTATION & OTHER		4,161		4,161
INCOUNTRY TRAVEL-NIGERIA			7,704	7,704
1 RT NIGERIA			7,042	7,042
1 RT NIGERIA			2,221	2,221
SUBTOTAL CONSULTANTS' FEES AND TRANSPORTATION		50,753	16,967	67,720
=====				
OTHER DIRECT COSTS				
=====				
POSTAGE & SHIPPING		18,295	0	18,295
DOMESTIC TRAVEL			22	22
LONG-DISTANCE TELEPHONE		1,305	142	1,447
PRINTING (JHU)		922		922
PRINTING NON-JHU		17,205	2,619	19,824
GENERAL MAT. & SUP.		2,415	619	3,034
MANPOWER SERVICES			4,232	4,232
INDEPENDENT CONTRACTORS		2,325	600	2,925
SUBTOTAL ODC		42,467	8,234	50,701
TOTAL COST SUBJECT IDC		158,008	108,201	266,209
=====				
SUBCONTRACTS				
=====				
NIGERIA-KWARA STATE (AF-NGA-01)			26,939	26,939
NIGERIA-PPFN (AF-NGA-02)			71,986	71,986
REGIONAL-URTNA (AF-SEN-01)			29,869	29,869
PIACT (NIGERIA PRINT MATERIALS)		37,249		37,249
SUBTOTAL SUBCONTRACTS		37,249	128,794	166,043
=====				
TOTAL DIRECT COST		195,257	236,995	432,252
INDIRECT COST		37,497	30,251	67,748
=====				
TOTAL COST		232,754	267,246	500,000
=====				

\*\*INCLUDES AIRFARE AND SUBSISTENCE